

Lane Bryant July-August

SALE

Ends Aug. 31st



18 N 201
Extra
Size
Thread
Silk
Hose

98¢

For Descriptions of these
Articles See Page 3

Voile
3 N 200

Chambray
& Madras
82 N 201

98¢

Lane Bryant

38th Street at Fifth Avenue
NEW YORK

CHICAGO

PARIS

DETROIT

\$6⁹⁵-

Newest Summer Styles at Special Bargain Prices



GINGHAM
3 N 203

\$4.95
\$4-

**PROFIT BY THESE
SPECIAL PRICES
ORDER NOW**

Sale Ends Aug 31st

**Sizes
34 to 56
Bust**



**BASKET
WEAVE
RATINE
3 N 202**

\$5.95



**GINGHAM
3 N 201**

\$3.95

For Afternoon Wear

3 N 203—This Gingham Dress for \$4.95 is really a wonder! Just wait until you see it.

The gingham is of fine quality in a medium sized check, and its white organdie collar, cuffs, and vestee are crisp and attractive.

You will marvel at its slenderizing style, accentuated by the long Tuxedo collar and side panels. A note of individuality is struck by the fagoting effect of organdie, which trims the panels, collar, flare cuffs and vestee. The sash, too, is a youthful feature.

COLORS: Green-and-white, (as pictured), blue-and-white, or lavender-and-white check.

SIZES: 34 to 56 bust. Skirt length about 36 inches. **July-August Sale Price... \$4.95**

Postage 10¢ extra.

A Smart New Model

3 N 202—The smartest and most popular model in New York. The material too, is the season's favorite, a Basket Weave Ratine.

We have made a supreme effort to be able to offer you, at this unusually low price, a Frock fine enough for best, in the newest and most popular material, in the most authoritative, and becoming style. And in sizes up to 56 bust.

One-piece style with narrow sash belt, and deep vestee. White Organdie piping, and rows of white wool stitching, are its decorative note. Crocheted buttons, and two pockets add to its "air."

COLORS: Wistaria, Copenhagen blue, or tan. **SIZES:** 34 to 56 bust. Entire length about 52 inches. **Sale Price... \$5.95**

Postage 10¢ extra.

A Startling Value

3 N 201—Have you ever seen a Dress you liked better, for \$3.95?

Made especially for this sale, you may be sure it is the latest style and material. Checked Gingham, is the fashioning fabric.

A one-piece, straight-line style makes it extremely slenderizing, youthful and becoming. Two pleats form a panel in front and back; gathers at the hip allow plenty of fullness. Narrow sash belt.

White pique makes the collar, cuffs and vestee, while a black silk bow and white crocheted buttons add an attractive note.

COLORS: Brown-and-white, black-and-white, or blue-and-white check. **SIZES:** 34 to 56 bust. Entire length about 52 inches. **Sale Price... \$3.95**

Postage 10¢ extra.

FOR BIG BARGAINS In becoming slenderizing styles for stout women, ORDER FROM THIS BOOK

A Book Bursting with Bargains

GET YOUR SHARE!

Descriptions of
Articles Pictured
on Front Cover—



Voile Dress
3 N 200—Won't you get the greatest comfort out of this dark ground, printed Voile Dress, at \$6.95? Fashioned from fine quality Voile in the latest New York manner. Side draperies smartly slenderize the figure.

White organdie embroidered in harmonizing colors, makes the collar and vestee. Flare sleeves finished with hem-stitching. Wide self-material sash. White net waist lining.

COLORS: Navy blue, black or brown each with white.
SIZES: 34 to 56 bust. Skirt length about 36 inches. Wide basted hem.
Sale Price, \$6.95
Postage 12¢ extra.

VOILE
3 N 200
\$6.95

Dutch Creeper
82 N 201—Creeper of fine quality Chambray with a White Madras Blouse.

Dutch style. The cunning square neck collar has nursery subjects embroidered in contrasting colors. Open in back and inside of leg.

COLORS: Maize, blue or pink; each with white top.
SIZES: 1, 2 and 3 years. Price. **98¢**
Post. 2¢ ex.



CHAMBRAY & MADRAS
82 N 201
98¢



THREAD SILK

18 N 201

98¢ PAIR

Reduced from \$1.29
18 N 201—Look at this Bargain—the biggest one you have seen in years. Excellent quality Thread-Silk Boot Hose with service-giving Silk Lisle Top.

Double strength heels, soles and toes of silk lisle. Seam in back. Extra wide, extra long.

COLORS: Black, white, navy blue, cordovan brown or champagne, as pictured.

SIZES: 9 to 10½. You'll need several pairs this summer. Order now and save. Price... **98¢**
Postage 1¢ extra.

BARGAINS in dresses, bargains in wraps, bargains in underwear and hosiery, bargains in everything, in fact, that women wear. And things for babies, too. All of them new designs, all of them priced very low. And practically every garment for women comes in sizes up to 56 bust.

But wait! These are not bargains in an ordinary sense. They are in most cases, special garments, made up now, in our dull season, in the best and latest summer styles and fabrics, and at special prices, way below what they would sell for in the early summer season. Others are garments of which we wish to clear our stock before the fall season starts.

Every Garment Fully Guaranteed

Every garment is absolutely perfect. The Lane Bryant guarantee is behind every one. As for quality, you know Lane Bryant quality, and everything in this book proves it at its best. All these garments are the same high class as those shown and sold daily at our metropolitan stores, in New York, Chicago, and Detroit. This sale is for 60 days only. It ends August 31st. So "make hay while the sun shines." Our biggest bargains will not last long.

Order now, today, and have the best Lane Bryant ever yet has offered.

Extra Size Hose



18 N 202
2 pairs for 79¢

Mercerized Lisle—Extra Size
18 N 202—2 pairs of extra-size Hose for 79¢. Where but at Lane Bryant's could you find such a bargain?

Fine Mercerized Lisle Hose, with high spliced heels, double soles and garter tops. Extra wide, extra long.
COLORS: Black, white or cordovan brown. **SIZES:** 9 to 10½.
Sale Price..... 2 pairs for 79¢
Postage 1¢ extra.

Exceptional Bargain
18 N 1—Here indeed is a bargain in extra-size Cotton Hose.

Extra wide leg, extra long. High spliced heels, double soles and toes.
COLORS: Black, white, cordovan brown or unbleached. Medium light weight. **SIZES:** 9 to 10½.

We guarantee these stockings. This is a bargain you must not miss.
Sale Price..... 3 pairs for 69¢
Postage 3¢ extra.



18 N 1
3 pairs for 69¢



Infants' Hose
2 Pairs for 49¢

Infant's Stockings

90 N 201—For cooler weather baby needs full length Stockings. These are a wonderful bargain.

Infant's Hose of Mercerized Lisle. White only. Reinforced heels and toes. **SIZES:** 4 to 6½. **2 pairs for 49¢**
Post. 1¢ ex.

For the Hottest Days

90 N 200—Order your little tot 2 pairs of these smart, striped-top socks for 49¢. Mercerized Lisle Socks of good durable quality. Fine rib cuff top.

White, with top in assorted stripes. **SIZES:** 4 to 8½.
Sale Price... 2 pairs for 49¢
Post. 1¢ ex.

FACTORY ENDS SALE



A BARGAIN BUNDLE

63 N 743—An opportunity for unusual saving and real home economy. This bundle contains an assortment of short lengths of fresh, clean materials, including gingham, linen, voile, suiting, muslin, etc. Useful for any number of purposes. No piece measures less than three quarters of a yard. Our JULY-AUGUST SALE PRICE, Bundle of 10 yards for **\$1.49** Postage 8¢ extra.

10 YDS.
\$1.49



BABY GINGHAM
62 N 702—27-inch Gingham. Firm, durable blue or pink check. A bundle of 10 to 10½ yards for **\$1.59** Post. 8¢ ex.

10 to 10½ YARDS
\$1.59



DIMITY CHECK
62 N 708—White Dimity. Check of a fine sheer quality. For dresses, etc. 27 inches wide. Bundle of 5 to 5½ yards for **\$1.98** Post. 5¢ ex.

10 to 10½ YARDS
\$1.98



NAINSOOK YARD WIDE
63 N 757—Fine quality White Nainsook, yard wide, soft and finely woven. A bargain. Bundle 10 to 10½ yards, **\$1.29** Post. 8¢ ex.

10 to 10½ YARDS
\$1.29



UNDERWEAR CREPE
62 N 709—Big bargain in underwear Crepe. No ironing. Flesh or white. 30 in. wide. 8 to 8½ yards for **\$1.79** Post. 5¢ ex.

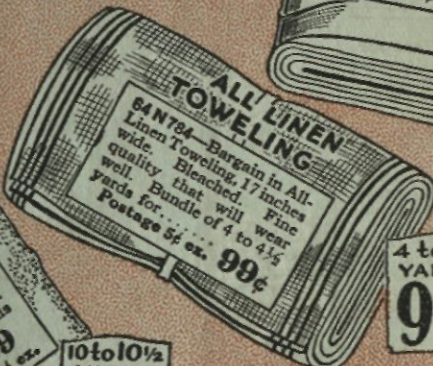
8 to 8½ YARDS
\$1.79



5 to 5½ YARDS
\$1.79

DOTTED SWISS
62 N 703—Yard-wide White Dotted Swiss. White, with white woven dot. Bundle of 5 to 5½ yards, **\$1.79** Post. 8¢ ex.

36 inches Wide



ALL LINEN TOWELING
64 N 784—Bargain in All-Linen Toweling. 17 inches wide. Bleached. Fine quality that will wear well. Bundle of 4 to 4½ yards for **99¢** Postage 5¢ ex.

4 to 4½ YARDS
99¢



BIRDSEYE DIAPER CLOTH
63 N 759—27-inch Lane Bryant Birdseye Diaper Cloth. A big bargain. The bundle contains 10 to 10½ yds. **\$1.59** Post. 8¢ ex.

10 to 10½ YARDS
\$1.59



DIAPER FLANNEL
63 N 731—27-inch Diaper Flannel. Soft, warm, fleeced. On both sides. 60-day special. 10 to 10½ yards **\$1.39** Post. 8¢ ex.

10 to 10½ YARDS
\$1.39



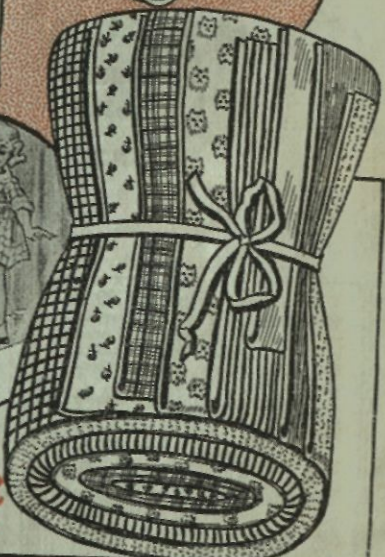
40 in. PRINTED VOILE
62 N 710—40-inch wide Printed Voile. Navy blue with white or Copenhagen with white. 6 to 6½ yards for **\$1.29** Post. 5¢ ex.

6 to 6½ YARDS
\$1.29

SPECIAL BUNDLE Suitable for Infants

63 N 734—Bundle of short lengths of assorted materials suitable for babies' and children's apparel including batiste, nainsook, flannelette, gingham, percale, voile, etc. Just the thing for play dresses, aprons, rompers, etc. A worth-while bargain for the thrifty mother. Remember this is a special offering for our 60 day sale. Remember, too, the number of bundles is limited. Value \$1.79. Sale Price: A bundle of 8 yards for **98¢** Postage 8¢ extra.

8 YDS.
98¢



New York Favors These

DRESSES of the last minute style for summer, in the authentic fashion as decreed by Paris and New York. All of them reproduced with slenderizing lines. All provided in sizes up to 56 bust.

Every dress offered has been made up especially for this sale, of the best material, in the best workmanship, and priced so low that you cannot fail to marvel at its value.

Look at them carefully. Note their low prices. Make your selection and send order today. *The Sale Ends August 31st.*



Sizes
34
to
56
Bust

A Dress You Will Wear with Pride and with Confidence

3 N 204—A beautiful quality Voile, so fine that it looks almost like Georgette, is the fashioning fabric of this exclusive model.

And look at its price—only \$5.95! You can easily see what a bargain it is just from the picture. It is just another example of Lane Bryant's policy of High Quality, Low Pricing and Paramount Value.

Richly embellished with ornate embroidery, in fine silk floss, in self and contrasting color. This decorates the fashionable loose side panels and the graceful flare sleeves.

The blouse panels back and front, are bound with self material. The entire underskirt is of Voile, as well as the under-blouse. A wide all-around sash is a youthful contribution.

COLORS: Gray embroidered in gray and Copenhagen blue; or navy blue embroidered in navy and henna. **SIZES:** 34 to 56 bust. Skirt length about 36 inches with wide basted hem. *July-August Sale Price*.....

Postage 12¢ extra. **\$5.95**

Designed for the Woman Who Likes to Discriminate

3 N 205—Everything about this Dress is delightful; its style, its lovely sheer Normandy Voile, having solid color with Applique dot, and best of all, its very low price.

Soft becomingness, together with slenderizing lines, make it an ideal dress for the stout woman. The all-around overskirt, with hemstitched points, is one of fashion's favorite details, and is being shown on exclusive models this season.

The deep, gracefully shaped revers, always becoming to the full figure, are edged all around with fluted self-color or satin to match the sleeves. Vestee of cream net, shirred and trimmed with Venice insertion and lace. Self-material sash. Entire underskirt of the voile. Net blouse lining.

COLORS: Navy blue, black or brown, each with white dots. **SIZES:** 34 to 56 bust. Skirt length about 36 inches with wide basted hem. *July-August Sale Price*.....

Postage 12¢ extra. **\$10.95**

VOILE

3 N 204

\$5.95

APPLIQUE
VOILE
3 N 205

\$10.95

"My How Slender
You Look"
Your Friends
Will Say



ALL-SILK
CREPE
DE CHINE
3 N 206

\$19.75

Rich Simplicity
3 N 206—Complimentary glances will follow your figure when you wear this one-piece Frock of All-Silk Crepe de Chine. A slenderizing style. Richly embroidered self-color silk motifs on the skirt, back and front, and on sleeves. Ecu embroidered georgette crepe vestee. Self-material sash. Jap silk waist lining.

COLORS: Navy blue, black, or dark brown. **SIZES:** 39 to 56 bust. Skirt length about 36 inches with wide basted hem. **Sale Price..... \$19.75**
Postage 12¢ extra



WHITE
OR NAVY
GROUND

APPLIQUE
VOILE
3 N 207

\$12.95

White or Navy Ground
3 N 207—Exclusive Frock of Normandy Voile with an Applique dot. Voile to match dot edges the white organdie collar, the blouse panel, back and front, the girdle, and cuff on the skirt draperies.

Cordings and buttons of taffeta trim the sleeves and neck. Net waist lining.

COLORS: White with black dot, white with blue dot, or navy blue with white dot. **SIZES:** 39 to 56 bust. Skirt length about 36 inches. Wide basted hem. **Price \$12.95**
Post. 12¢ extra



MIGNONETTE
3 N 208

\$17.85

**Provided
in Sizes
up to 56 Bust**

3 N 208—Youthful Dress of Fibre-Silk Mignonette, fashioned on straight and slenderizing lines. Sizes up to 56 bust.

The blouse is made richly ornate by ribbonize embroidery in self-color, and iridescent beads. Fashionable round neck and long sleeves with flare cuffs.

Side draperies falling in points, front and back. Narrow self-material sash. Waist lining of self-color Jap silk.

COLORS: Dark brown, black or navy blue. **SIZES:** 38 to 56 bust. Skirt length 36 inches. Basted hem. **Price \$17.85**
Postage 12¢ extra

Sizes
36 to 56
Bust

Wait Until You
See Yourself
in One of
these Dresses



IMPORTED
DOTTED
SWISS
3 N 209

\$19.85

Flatteringly Youthful

3 N 209—You will easily look years younger in this adorable Dress of Imported Dotted Swiss! It is the personification of youth and freshness, and very slenderizing.

Panel on blouse, both back and front, and four panels on skirt. These are bound with self-color organdie, to match fluted collar and cuffs. Net waist lining.

COLORS: Black or navy blue, each with a white dot. **SIZES:** 36 to 56 bust. Skirt length 36 inches. Basted hem. **Price \$19.85**

Postage 10¢ extra.



ALL-SILK
GEORGETTE
3 N 210

\$22.95

Hand-Embroidered

3 N 210—This adorable Dress is ideal for stout women. Of fine quality All-Silk Georgette Crepe, beautifully hand-embroidered, back and front, in self-color silk. It comes in sizes up to 56 bust.

Becoming collar, tuxedo style and finely tucked vestee. Side draperies, picot edged. Sash of self material. Lined throughout with self-color Jap silk.

COLORS: Navy blue, or black. **SIZES:** 38 to 56 bust. Skirt length about 36 inches. Basted hem. **Price \$22.95**

Postage 12¢ extra.

IMPORTED
FRENCH
LINEN
3 N 211

\$14.95

Imported Linen

3 N 211—One of our smartest and most exclusive models. One-piece Frock of Imported French Linen, made on youthful straight lines. Equally becoming to slim or stout figure.

Its individuality rests in the many rows of hemstitching, each row finished with a white pearl button. Rows of embroidery and lace trim vestee.

COLORS: Rich leaf brown, oyster white or lavender. **SIZES:** 36 to 56 bust. Entire length about 52 inches. Wide basted hem. **Price \$14.95**

Postage 12¢ extra.



Dresses that
Appeal for
their Style
as well as
their Price



AMOSKEAG
CHAMBRAY
4 N 205

\$259



TISSUE
VOILE
3 N 219

\$495



VOILE
3 N 218

\$349



GINGHAM
4 N 204

\$229

Four Slenderizing Dresses in Sizes Up to 56 Bust

4 N 205—Fine quality Amoskeag Chambray makes this One-piece Dress of solid color.

Checked gingham in self color makes its collar, cuffs, vestee, sash and pocket tabs. Practical model, on slenderizing lines, up to size 56.

COLORS: Green, lavender or Copenhagen. SIZES: 34 to 56 bust. Entire length 51 inches. Sale Price.... \$2.59 Post. 6¢ extra.

3 N 219—Youthful, one-piece Frock of Tissue Voile. Designed on becoming lines, up to size 56 bust.

Imported, white cross-bar organdie, hemstitched, makes the collar and cuffs and finely tucked vestee.

COLORS: Copenhagen blue, wistaria or brown. SIZES: 34 to 56 bust. Entire length about 52 inches with wide hem. Sale Price.... \$4.95 Post. 10¢ ex.

3 N 218—Dress of fine Printed Voile for \$3.49, designed to slenderize.

White organdie makes the collar and trims the cuffs and reverses. Organdie with rows of hemstitching makes the effective vestee.

COLORS: Blue-and-white, black-and-white, or brown-and-white. SIZES: 36 to 56 bust. Skirt length 36 inches. Wide hem.... \$3.49 Post. 10¢ ex.

4 N 204—One-piece Dress of good quality Checked Gingham made in a straight-down style, with a narrow sash belt.

Collar and vestee, are edged with pointed fluting of organdie.

COLORS: Blue-and-white, green-and-white, or lavender-and-white. SIZES: 34 to 56 bust. Entire length about 51 inches. Wide hem. Sale Price..... \$2.29 Post 6¢ extra.

"We Challenge Comparison"



GINGHAM

PERCALE

CHAMBRAY

GINGHAM

4N200

89¢

4N201

98¢

4N202

\$1.29

4N203

\$1.49

Unusual Value

4N200—You can't afford not to buy this Bungalow Apron, a wonderful bargain, for 89¢.

Slip into one of these aprons the first thing in the morning, and you need not worry about looking neat enough to greet the grocer, butcher and your neighbor.

Of fine quality, striped Gingham, in straight-line style with kimono sleeves. Trimmed with white rick-rack braid. Entire length about 51 inches. Blue-and-white only.

SIZES: 34 to 56 bust. July-August Sale Price... 89¢ Postage 6¢ extra.

Trim and Smart

4N201—Do you look like this in the morning? You should, when for 98¢ you can buy this smart, well-fitting Bungalow Apron of good quality striped Percale in Indigo Blue.

The skirt is attached to the waist in front with a wide belt, which ends in a sash in back. Front panel, neck, belt, pockets, and kimono sleeves are piped with white. Buttons at side front.

Good material and smart style. Entire length about 51 ins. SIZES: 34 to 56 bust. A bargain. Sale Price... 98¢ Postage 6¢ extra.

Blue or Tan Chambray Only \$1.29

4N202—A bargain in a Bungalow Apron of fine quality Chambray. Straight-line, kimono style. Belt stitched in front and edged with self-color checked piping. Sash in back. Buttons at side front. Length about 51 inches. COLORS: Blue or tan. SIZES: 34 to 56 bust. July-August Sale Price... \$1.29 Postage 6¢ extra.

Very Inexpensive

4N203—Look at this bargain in a Bungalow Apron! Just look at its low price and good style.

Why at our bargain price, you can afford several of these becoming bungalow aprons!

Made of two-tone plaid Gingham with solid color chambray for the collar, cuffs and pocket tabs. These are edged with rick-rack braid. Sash is attached in front to give panel effect and ties in back. Kimono sleeves. Fastens at side front. Length 51 inches.

COLORS: Blue, pink or lavender. SIZES: 34 to 56 bust. July-August Sale Price... \$1.49 Postage 6¢ extra.

Values in Crepe Robes for Summer Comfort

5 N 203

\$1.49



Special Summer Bargain

5 N 203—Look at this Mid-Summer Special. A dainty Sacque of Serpentine Crepe with an attractive floral design. Comfortable and cool. Collar and sleeves are bound with self-color satin. A sash-belt holds the sacque neatly at the waistline. **COLORS:** Rose, Copenhagen blue or lavender. **SIZES:** 34 to 56 bust. Cut full and roomy. **July-August Sale Price** **\$1.49**
Postage 4¢ extra.

SERPENTINE CREPE

JAPANESE DESIGN

HAND EMB. SERPENTINE CREPE

5 N 200

\$1.98

5 N 201

\$2.49

5 N 202

\$2.98

Sizes 34 to 56 Bust

Paisley Trimmed

5 N 200—You have never seen a Bargain that can beat this one for value. A full length Kimono of fine quality Serpentine Crepe, only \$1.98. The V-neck and simulated collar, as well as the sleeves and deep raglan armholes, are trimmed with crepe in a lovely Paisley effect of most attractive colorings. Opens down front. Narrow sash. **COLORS:** Copenhagen blue, rose or lavender. **SIZES:** 34 to 56 bust. Length about 51 inches. Do get one of these —**NOW. Sale Price** **\$1.98**
Postage 4¢ extra.

Japanese Kimono

5 N 201—This is the most beautiful Kimono we have ever seen for the price. Everything about it is Japanese; the Crepe, the design and the style, with its fan-like sleeves that give such a graceful line across the shoulders in back. Long Tuxedo collar and all around sash-belt. You will find this kimono a beauty, way beyond what you can imagine from the picture. **COLORS:** Rose, wistaria, or Copenhagen blue. **SIZES:** 34 to 56 bust. Length about 51 ins. **Sale Price** **\$2.49**
Postage 4¢ extra.

Hand Embroidered

5 N 202—If you love nice things you will be delighted with this Kimono of fine quality Serpentine Crepe. The back and front are Hand Embroidered in Silk Floss of self and contrasting color. Slip-over style, with a V-neck. Narrow all around sash slips through hand-embroidered eyelets, front and back. As a lounging robe, this is exactly what you want. **COLORS:** Rose, Copenhagen blue or lavender. **SIZES:** 34 to 56 bust. Length about 51 ins. **Sale Price** **\$2.98**
Postage 4¢ extra.



Hair Nets 95¢ Twelve for 95¢

5 N 204—Invisible Kleanet Hair Nets, sold everywhere at 15¢ each, offered as an introductory offer to Lane Bryant customers at 12 for 95¢.

Woven of long, selected strands of human hair. Invisible. Sanitary. Absolutely full size. **COLORS:** Black, blonde, light brown, medium brown, dark brown or auburn. Cap or Fringe shape; single or double mesh. State color, style and mesh desired.

12 Nets for 95¢
Postage 5¢ extra.

Another Hair Net Special

5 N 205—Special offering of Cap-Shape single-mesh Hair Nets of the quality that ordinarily retails from 50 to 89 cents per dozen. **COLORS:** Black, blonde, light brown, medium brown, dark brown or auburn. **Sale Price** **12 Nets for 39¢**
Postage extra.



12 OUR PRICES ARE LOW because we manufacture as well as design; **YOUR SATISFACTION GUARANTEED**

Clever New-Mode Styles at Lowest Prices

34 to 56
Bust



\$16.00

**1 N 200
ALL-WOOL
VELOUR**

Big Bargain in a Smart Cape

1 N 200—The Cape, for dress wear, holds first place in wraps this season, and especially when made of fine quality All-Wool Velour.

Slightly fitted at the shoulders, it falls gracefully in back, while the front is confined by a narrow sash belt coming through the slits at sides. The long shawl collar, fastening very low, contributes a becoming, slenderizing line. Slits for the arms, and two side pockets are convenient features. Unlined.

COLORS: Reindeer, tan or black. **SIZES:** 34 to 56 bust. Length about 45 inches. You will marvel at the style and quality of this wrap. **July-August Sale Price...**

Postage 18¢ extra. **\$16.00**

\$12.95

**1 N 201
ALL-WOOL
POLO COAT**

Fashionable Top Coat

1 N 201—This season the Swagger Top Coat holds a most important place in the wardrobe of the smartly dressed woman. Here is one at a special price that will delight you.

A practical All-Wool Polo Coat with raglan sleeves. A wide pleat in back stitched in self-color twist, is a smart feature. The patch pockets and deep cuffs are stitched to match. Snappy narrow belt with metal buckle. Unlined. Bound seams.

COLORS: Reindeer, tan or caramel. **SIZES:** 34 to 56 bust. Length about 40 inches. This is a remarkable coat for the low price. We guarantee your satisfaction. **Sale Price...**

Postage 18¢ extra. **\$12.95**

**ALL-SILK
TAFFETA
1 N 202**

\$17.95

**WORSTED
MOHAIR
1 N 203**

\$11.95

In Either of Two Materials

1 N 202—Tremendous bargain in a Coat of fine quality All-Silk Taffeta with an all-around belt of self material. Two patch pockets with a center pleat, silk stitching and a row of covered buttons. Turn-back cuffs to match.

Large convertible collar, silk stitched. Two inverted pleats in back, finished with silk arrowheads. Self-lined yoke.

Black only. SIZES: 39 to 55 bust. Length about 48 inches. **Sale Price...**

Postage 18¢ extra. **\$17.95**

1 N 203—The same Model as 1 N 202—developed in a fine quality Worsted Mohair.

COLORS: Navy blue, black or gray. **SIZES:** 39 to 55 bust. Length about 48 inches. **July-August Sale Price...**

Postage 18¢ extra. **\$11.95**

Never! Never! Have You Seen Such Style and Value Bargains

All-Silk Crepe de Chine, Only \$4.98

7 N 26—In this Waist we are offering you one of our finest bargains, and you will think so, too, when you receive this blouse.

It is made of fine quality All-Silk Crepe de Chine, in a most becoming style. Embroidery on the collar is exquisitely done in a lovely design. Narrow lace, in Filet pattern trims collar and turn-back cuffs. A group of fine tucks at each side of the opening is a slenderizing feature. Elastic waistband.

COLORS: White, flesh-pink, bisque or navy blue. SIZES: 36 to 56 inch bust. Postage 4¢ extra. **\$4.98**

ALL-SILK
CREPE
DE CHINE
7 N 26

\$4.98

WAIST
7 N 105 **\$2.98**

French Voile Blouse, \$2.98

7 N 105—Never was any style Blouse so popular or so universally becoming as this model, with its round Peter Pan collar, finely tucked, trimmed with Venise lace, and edged with narrow Filet-pattern lace. Made of fine quality White French Voile.

An unusual effect is contributed to the vestee by narrow crosswise tucks, with rows of narrow tucks at each side.

SIZES: 34 to 56 bust. This blouse is so youthful and so becoming. Order one today.

Sale Price. Post. 4¢ ex. **\$2.98**

VOILE
7 N 202

\$1.89

7 N 201
VOILE

98¢

Sleeveless Dress

3 N 101—This is one of our biggest bargains for stout women. A sleeveless Jumper Dress of good quality All-Wool Serge.

Hand-embroidery in silk floss is the ornate trimming which gives a rich look to the smart pockets, neck and armholes. An inverted pleat in back, gives desirable fullness. Long sash-belt of self material. A dress that can be worn with comfort all the year round. For waist see description above.

COLORS: Navy blue or black. SIZES: 34 to 56 bust. Entire length about 52 inches. Waist not included. Price

Postage 12¢ extra. **\$5.95**

A Value Unequaled

7 N 201—And look at this bargain! When have you seen a White Voile Waist in large sizes that could equal this one at 98¢?

The lengthwise tucks in front give the slender lines so becoming to the stout figure.

Floral embroidery forms the decoration for the stylish Tuxedo collar and vestee, and Val lace finishes them all around. Three-quarter length sleeves with turnback cuffs. Elastic waistline. A real bargain.

SIZES: 34 to 56 bust. Send in your order for this blouse today. Our supply is limited.

July-August Sale Price... Postage 4¢ extra **98¢**

Something Quite New

7 N 202—Quite the newest thing in a White Voile Blouse, is this one trimmed with pointed fluting stitched in self color.

And for \$1.89. Isn't that like the bargain price of the good days, long ago? And it comes in sizes up to 56 bust.

Tuxedo collar and square neck vestee. A double row of fluting on the vestee, set off by a row of pearl buttons, is an artistic touch, that matches the collar and flare cuffs. Two pleats in front. Invisible side front closing. Tape at waist line.

SIZES: 34 to 56 bust. July-August Sale Price... Postage 4¢ extra **\$1.89**

ALL-WOOL
SERGE

3 N 101

\$5.95

SILK
PONGEE
7 N 205

\$3.98

Bargain in a Pongee Blouse
7 N 205—And it is a bargain, too! One of the finest you have ever seen, in a Blouse of All-Silk Pongee, always so practical and becoming. The collar is Tuxedo style, richly embroidered and scalloped in self-color silk. Pin tucks emphasize the slenderizing effect of the square neck vestee. Turn-back cuffs give a neat finish to the tailored sleeves.
Natural Tan Only. SIZES: 34 to 56 bust. You will find this waist will wear and launder beautifully, giving you 100% satisfaction for the small cost. **Sale Price..... \$3.98**
Postage 4¢ extra.

**You Can't Imagine,
Can You, Any
Greater Values
at Such Prices?**

Net Blouse

7 N 107—For use with your jumper dress, a skirt or even with your two-piece suit, you could not find a daintier Blouse than this. Very serviceable.

It is of White Net with a becoming "Peter Pan" collar, edged with two rows of Val lace. Rows of wide insertion, and rows of Val lace trim front. The sleeves are elbow length, with turn-back cuffs trimmed with Val lace. Elastic at waist. SIZES: 34 to 56 bust. **Sale Price..... \$1.69**
Post. 4¢ ex.

WAIST 7 N 107

\$1.69

VOILE
7 N 203

\$1.98

7 N 204
VOILE
REAL FILET

\$2.98

Beautifully Embroidered
7 N 203—To wear with your Tweed Sport Suit, with a skirt, or with a colored linen Jumper Dress. Won't it look pretty?

This Blouse is of fine quality White Voile, with its Tuxedo collar, vestee and cuffs embroidered in a quaint dot and straight stitch design, in assorted colors.

Hemstitching and Venice lace edge the collar and Vestee. The same lace finishes the pretty flare cuff. Many fine tucks in the vestee, and two wider tucks add to the slenderizing style of the blouse.

SIZES: 34 to 56 bust. It is a beauty and you will enjoy wearing it. **Sale Price..... \$1.98**
Postage 4¢ extra.

Easily Worth \$5.00

7 N 204—Isn't this adorable? A Blouse of fine White Voile.

Real Filet lace on the collar and vestee, with rows and rows of fine double hemstitching. Can you imagine it, for \$2.98?

In every detail this exquisite waist has the look of at least any \$5.00 model. All the seams are hemstitched. Fine Val lace edges collar and turnback cuffs. Rows of fine tucks and hemstitching add a most exclusive touch to vestee and collar. And the lace is real hand-made filet.

SIZES: 34 to 56 bust. You'll be lucky if you ever again run across such a bargain. **July-August Sale Price..... \$2.98**
Postage 4¢ extra.

"Three-Piece" Suit

2 N 202—Suit of Fibre-Silk Mignonne, consisting of a Slip-on Sleeveless Dress and Tuxedo-collared coat, the combination known as the "Three-Piece" Suit.

The dress is sleeveless with V-neck, patch pockets and narrow sash-belt. The coat has three narrow box pleats in back and a pleat on each pocket, a tuxedo collar, and a sash belt. Waist not included. See No. 7 N 107.

The coat, used as a sport sweater, is very charming.

COLORS: Black or navy blue. SIZES: 34 to 56 bust. Entire length or dress about 51 inches. Wide hem. Coat length about 32 inches. **Sale Price..... \$19.85**
Postage 15¢ extra.

SILK
MIGNONETTE

2 N 202

\$19.85

SATIN WAIST
NAVY BLUE
OR BLACK
7 N 103

\$4.98



ALL-WOOL
PRUNELLA

6 N 200
\$8.95



2 N 200
\$13.98

ALL-WOOL
JERSEY

All-Wool Heather Jersey "Three-Piece" Suit
2 N 200—"Three-Piece" Suit. Dress and Coat of All-Wool Heather Jersey. The dress is a sleeveless style, with deep V-neck and armholes. Two patch pockets with inverted pleats buttoning on dress match the pockets on the coat. Self-material sash. Looks well with waist No. 7 N 103. The coat is a slenderizing model with inverted pleat in back, tuxedo collar, and all-around belt.

COLORS: Brown or oxford gray. SIZES: 34 to 56 bust. Entire length about 50 inches with wide hem. Jacket about 32 inches. Price (waist not included) **\$13.98**

Postage 18¢ extra. **\$13.98**
7 N 103—Satin Waist, with satin fluting, and buttons. Elastic waistline. COLORS: Navy blue or black. SIZES: 36 to 56 bust. July-August Sale Price. **\$4.98**

Postage 4¢ extra. **\$4.98**

For Stout Women

Two Big Values in Skirts
6 N 200—Practical and serviceable Skirt of Striped All-Wool Prunella Cloth.

It is box-pleated all around and shows the fancy-stripe in the underfolds. The effect is very smart and extremely slenderizing. Detachable button-trimmed belt.

COLORS: Brown with tan stripe, navy with tan stripe, or black with gray stripe. SIZES: 28 to 45 inches waist measure. Length about 37 inches with wide hem. Sale Price. **\$8.95**
Po. 10¢ ex. **\$9.95**

6 N 203—Smart

Skirt of lustrous Venetian Sur Satin, resembling silk satin which looks well with a dressy blouse or your sportswear.

You will find this skirt as comfortable as it is serviceable. Pearl buttons with bound Button Holes trim the pockets. Slight gathers all around.

Detachable belt fastened with a pearl button.

White only. SIZES: 28 to 45 inches waist measure. Length about 37 inches with wide basted hem. Laundered beautifully, retaining lustre. Sale Price. **\$3.45**
Postage 8¢ extra. **\$3.45**

Smart and Serviceable Wash Skirt

6 N 202—Smart Satin-Striped Gabardine Skirt that is a worth-while bargain. It is sure to give lasting satisfaction in wear and laundering.

Expert tailoring is displayed in the straight pockets, smartly trimmed with a row of Pearl buttons.

This is a full-cut skirt, and is gathered in back under detachable belt to add desirable fullness. Belt finished with one button. White only. SIZES: 28 to 45 inches waist measure. Length about 37 inches with wide basted hem. A most unusual value. Summer Sale Price. **\$2.69**
Po. 8¢ ex. **\$2.69**



VENETIAN
SURF
SATIN

6 N 203
\$3.45

SATIN
STRIPED
GABARDINE

6 N 202
\$2.69

Handsome Novelty Crepe Skirt

6 N 205—For a handsome dress Skirt for sport or street, you simply cannot imagine one more attractive than this. It is quite the smartest fabric of the season, a Crepe Silk Plaid. The background is a rich crepe, while a fine silk thread is woven through to give plaid effect.

The narrow pocket straps held by a large pearl button, have a slenderizing effect and add a smart touch. Detachable belt. Slightly gathered to make it becomingly full and comfortable for stout women.

COLORS: Black, or white. SIZES: 28 to 45 inches waist measure. Length about 37 inches, with wide basted hem. A skirt to wear with your sheer blouses. Exceptionally good value. Sale Price... **\$7.95**
Postage 8¢ extra.

TWO-PIECE COSTUME You May Order Cape or Skirt Separately

CAPE
1 N 204
\$9.85

SKIRT
6 N 206
\$4.98



CREPE
SILK
PLAID

6 N 205
\$7.95



GABARDINE

6 N 201
\$1.98

SILKY
FIBRE
SATIN

6 N 204
\$6.95

SIZES Up to 45 Waist

Smart and Youthful Models

6 N 201—This inexpensive Gabardine Skirt will give you wonderful service. It will launder splendidly over and over again.

Slightly gathered in back, under the detachable belt, and trimmed in front with stylish pockets finished with pearl buttons. A large pearl button and button-hole fasten the belt. White only. SIZES: 28 to 45 inches waist measure. Length about 37 inches, with wide basted hem. No material makes a more practical summer wash-skirt. Very becoming. Sale Price... **\$1.98**
Postage 8¢ extra.

6 N 204—One of our smartest Skirts of Fibre-Silk Satin, a rich lustrous fabric, washes beautifully.

Ideal for the summer dress skirt or for sports wear. Just as becoming to the stout as to the slender figure. Pockets have two pearl buttons. Detachable belt.

COLORS: Black, or white. SIZES: 28 to 45 inches waist. Length 37 inches, wide basted hem. Price... **\$6.95**
Po. 8¢ ex.



CAPE
AND
SKIRT
2 N 201

\$13.95

HOMESPUN
MIXTURE

Season's Smartest Costume

2 N 201—This, we think, is one of the season's smartest Costumes, and every woman, who likes to have the newest, smartest apparel, will want to order it. The favorite of fashion this year. All-Wool Homespun Mixture is its fabric.

The Cape has a tuxedo collar its entire length, with two slits for the arms. Two short straps fasten front. The Skirt has two slit pockets, and detachable belt. Light Brown only. SIZES: 34 to 56 bust. Cape length about 40 inches, skirt length about 37 inches. Postage 18¢ extra. **\$13.95**

1 N 204—Cape, ordered separately. Price **\$9.85**
Post. 10¢ extra.

6 N 206—Skirt—28 to 45 ins. waist. Price **\$4.98**
Post. 10¢ extra.

**Buy
Now and
Save**



11 N 71
79¢

**COTTON
JERSEY
NAVY or
BLACK**



11 N 201

**YOUR
CHOICE**

**2
for
99¢**



11 N 202

**Choose Your Favorite Style, Wide or Tight Knee:
Two of Either Model for 99¢.**

Here is a rare opportunity and one you can take advantage of. If you prefer a wide knee Union Suit, our No. 11 N 201 will delight you. Or if you are more comfortable in a tight knee style you, too, can profit by ordering No. 11 N 202. Two of either style for 99¢. This is a special offering for our July-August Sale. Order your favorite style today, for the sale ends August 31st.

Chemise

11 N 71—A big reduction has been made in this Knitted Envelope Chemise of fine quality light weight White Cotton, with shaped body, carefully proportioned to fit the stout figure comfortably.

French band top with drawstring.

SIZES: 34 to 56 bust. Order your summer supply today. Sale ends August 31st. **Sale Price...** **79¢** Postage 4¢ extra.

Wide Knee

11 N 201—This model is of Elastic Knit White Cotton in summer weight. Tailored top with durable lace trimming. Open style. Wide lapped seat. Get your share of this bargain in union suits.

SIZES: 34 to 52 bust. Every thrifty woman will avail herself of this chance for economy. **Sale Price...** **2 for 99¢** Postage 6¢ extra.

Tight Knee

11 N 202—Big value in a Union Suit of Elastic Knit White Cotton in summer weight. Tailored top with tape at neck. Close fitting knee. Open style. Wide lapped seat. Cut full and roomy.

SIZES: 34 to 52 bust. A rare opportunity of which you should take advantage. Buy NOW. **Sale Price...** **2 for 99¢** Postage 6¢ extra.

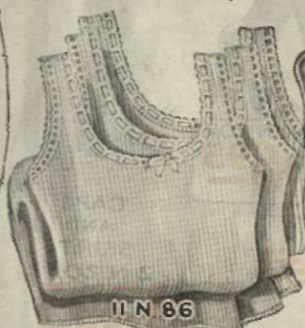
11 N 204
11 N 205
**89¢
UP**

Bargain In Pantalettes

The practicability of the Pantalette has been proven by its popularity among discriminating women.

As a special offering for this sale we have made up this one, of fine Cotton Jersey. It is roomily cut to insure comfort to the woman of full figure and designed to avoid bulkiness around the hips. Double row of elastic at ankles. Reinforced crotch. Elastic waist.

COLORS: Black or navy. **LENGTHS:** 34 to 40 inches. **11 N 204**—60 inches hip measure. **Price...** **89¢** **11 N 205**—70 inches hip measure. **Price...** **98¢** Postage 3¢ extra on each.



11 N 86

3 for 77¢

Big Bargain

11 N 86—What do you think of this for a big sale bargain—3 Extra-size Vests for 77¢! Order them today. Be sure to profit by this bargain.

These vests are of good quality, light weight White Cotton, low neck, and sleeveless. Crocheted neck and armholes. **SIZES:** 34 to 50 bust. **Sale Price...** **3 for 77¢** Post. 3¢ extra.

YOUR CHOICE



11 N 25

Swiss Rib Vest

11 N 25—Swiss Rib, light weight, White Cotton Vest, extra elastic and especially designed for the stout woman. It will fit excellently and prove most serviceable. Crocheted neck and armholes. Tape at neck. Non-slip shoulder straps. Exceptional value especially reduced for this sale. Send your order now. **SIZES:** 34 to 56 bust. **Sale Price...** **49¢** Postage 2¢ extra.



11 N 206

Extra Long Vest

11 N 206—Exceptional bargain in an extra long light weight Vest of fine White Cotton. We guarantee it to fit you comfortably, and give you excellent service. Order several today. Low neck, sleeveless and very elastic. Band finished neck and armholes. Non-slip shoulder straps. **SIZES:** 34 to 56 bust. **Sale Price...** **49¢** Postage 2¢ extra.



Closed-Crotch Union Suits

11 N 73
79¢

11 N 203
69¢

**Fine Knit Underwear at Reduced Prices.
Buy Now—Sale Ends August 31st**

Either of these Union Suits is a tremendous bargain. Each is made with the serviceable and popular closed-crotch seat. If you like a bodice top style, here it is; or if you prefer the round neck, we have a bargain for you in that style too.

Round Neck

11 N 73—A closed-crotch Union Suit of good grade, medium light weight, White Cotton, exceptionally elastic. Made with extra-wide umbrella knee which affords all the convenience of the open-seat style. Tailored top with drawstring. Lace trimmed bottom as pictured.

SIZES: 34 to 56 bust. This is a roomy garment, very low priced for such good quality. Quantity limited. July-August Sale Price..... **79¢**
Postage 4¢ extra.

Bodice Top

11 N 203—Exceptional value in a bodice top Union Suit of good quality, medium light weight, White Cotton. Elastic and well fitting.

Closed-crotch style, with popular wide umbrella knee. Shell-stitched lower edge. Bodice top with drawstring.

SIZES: 34 to 52 bust. At a bargain price—so you can afford the comfort of several. Order early. Our Special Sale Price..... **69¢**
Postage 4¢ extra.



NAINSOOK

14 N 201
98¢

Special Sale Offer

14 N 201—As a special offer during our sale we have reduced this popular model from \$1.45 to 98¢.

It is the new athletic Union Suit, designed for stout women and found to be extremely comfortable and practical.

Made of checked White Nainsook with knitted insert across back which "gives" with every motion. Extra full. Wide lapped open seat. Wide Knee.

SIZES: 34 to 58 bust. Special Sale Price **98¢**
Postage 2¢ extra.

**Sizes
34 to 56
Bust**



FLESH PINK
COMBED COTTON

11 N 74
98¢



YOUR CHOICE

49¢
EACH

11 N 207

11 N 208

Two Styles of Knit Drawers—Only 49c. each

Wide Knee

11 N 207—Another Sale Special. Wide Umbrella Knee Drawers of Elastic knit, light-weight White Cotton. Cambric waistband buttoned each side. Open style only. Lace knee. Practical and serviceable.

SIZES: Corresponding to 34 to 56 bust (state bust measure). Matches vest No. 11 N 206 pictured and described on page 18. Sale Price **49¢**
Postage 2¢ extra.

Tight Knee

11 N 208—Elastic knit Drawers made of light weight White Cotton. Cambric waistband buttoned each side. Close fitting knee. Open style. Full cut. Extremely comfortable for the stout woman of all types.

SIZES: Corresponding to 34 to 56 bust (state bust measure). Matches vest No. 11 N 206, pictured and described on page 18. Sale Price **49¢**
Postage 2¢ extra.



COTTON
JERSEY

59¢
UP

11 N 88
11 N 89

Your Choice of Pink or Black Jersey Bloomers

Send your order today. Secure this bargain. Good quality, light weight Cotton Jersey Bloomers. Elastic at waist and knee. Reinforced crotch. Durable and roomy width.

COLORS: Flesh-pink or black. Length about 29 in. 11 N 88—56-inch hip measure. Sale Price **59¢**
11 N 89—68-inch hip measure. Sale Price **69¢**
Postage 2¢ extra on each.

Flesh-Pink Combed Cotton Union Suit Cut to Fit

11 N 74—Only 98¢ for this Flesh-Pink Union Suit of fine quality Combed Cotton, a special offering for this sale. But you must order it before August 31st, for our sale ends then, and our supply of this garment will be quickly exhausted.

Note the "three-piece" cut. This eliminates discomfort from pulling above the waist, where the seam breaks the tension.

Neck and armholes finished in tailored style. Drawstring at neck. Wide shell-stitched knees. Wide lapped seat. Open only.

SIZES: 34 to 56 bust. You will realize your thriftiness and sense of economy when you see the value of this bargain Union Suit. July-August Sale Price... **98¢**
Postage 4¢ extra.

Hose that Are Wide, Extra-Wide and Double-Extra-Wide ALL BIG BARGAINS



18 N 203
\$1.49

THREAD SILK
EMBROIDERED CLOCKS

Bargain in a Clock-Embroidered Hose

18 N 203—You simply must have at least one pair of clock-embroidered Silk Hose at this low price, \$1.49. Priced like old times! Thread Silk Hose with silk Lisle Top. Double strength heels, soles and toes. Seam in back. Extra wide, extra long.

COLORS: Black with white embroidered clocks, or white with black embroidered clocks. SIZES: 9 to 10½. Price per pair... **\$1.49**
Postage 1¢ extra.



A
RARE
VALUE

RIBBED TOP
MERCERIZED
LISLE

18 N 3

55¢

Wonderful Value for 55¢

18 N 3—We guarantee this as the finest mercerized Lisle Hose for 55¢ that you have ever seen. Double strength heels, toes and soles. Deep elastic ribbed top. Extra wide and extra long. Close weave with smooth texture. Seam in back. COLORS: Black, white or cordovan brown. SIZES: 9 to 10½. Designed for stout women. July-August Sale Price, per pair... **55¢**
Postage 1¢ extra.



18 N 25
89¢

FIBRE AND
THREAD-SILK

Remember This Offer Lasts Only 60 Days

18 N 25—Only 89¢ for these extra-size Silk Hose. Wonderful bargain. Half Thread Silk, half Fibre-Silk, with lisle garter top. Double strength heels, soles and toes. Extra wide and extra long. Semi-fashioned.

COLORS: Black, white or cordovan brown. SIZES: 9 to 10½. Guaranteed to give satisfaction. A real bargain for 60 days only. Sale Price, per pair... **89¢**
Postage 1¢ extra.

SALE CLOSES AUGUST 31st



THREAD
SILK

18 N 10

\$1.69

DOUBLE-EXTRA
SIZE

Hose to Fit the Stoutest Women

18 N 10—A tremendous bargain in our finest Thread Silk Boot Hose in a quality that will delight you. You will find them a wonderful fit, too. They are double extra-size, larger even than our usual extra sizes.

Beautiful even texture. Semi-fashioned. Double lisle top. High spliced heels, reinforced soles and toes.

COLORS: Black, white or cordovan brown. SIZES: 9 to 10½. Double Extra wide and extra long. Very serviceable. Price per pair... **\$1.69**
Postage 1¢ extra.

COMBED
COTTON

18 N 8

25¢

FULL
FASHIONED
SILK LISLE

18 N 9

89¢



IMPORTED
CHIFFON
SILK-LISLE

18 N 204

59¢

REGULAR SIZE
FULL-FASHIONED

DOUBLE-EXTRA SIZES Larger than Usual Extra Sizes

Practical Bargain

18 N 8—At last you've found a Stocking that will fit you comfortably! No pinching anywhere; no horrible cutting above the knee. In these you can bend with ease and no danger of breaking them out at the knee.

Double extra size hose—a very big stocking of Fine Combed Cotton, double extra wide and extra long. High spliced heels, soles and toes. Seamless.

COLORS: Black, white or unbleached. SIZES: 9 to 10½. Order several pairs now while the sale lasts, and save money. July-August Price... **25¢**
Postage 1¢ extra.

Superior Quality

18 N 9—For the woman who needs a very wide Stocking, here is a bargain in just the hose she wants. A special offering for our summer sale. Get your share today for the sale lasts only until August 31st.

Double extra size hose, of Silk Lisle (mercerized). Double extra wide and extra long. Full fashioned, shaped to fit. Reinforced heels, soles and toes.

COLORS: Black, white or cordovan brown. SIZES: 9 to 10½. A hose that every thrifty woman will appreciate. Special Price, per pair... **89¢**
Postage 1¢ extra.

Silk-Lisle Hose In Regular Sizes Only

18 N 204—Let us send you several pairs of these fine quality Imported Silk Lisle (mercerized) Chiffon Hose. They are very sheer and very light in weight. Will fit and feel marvellously on.

Well made in every detail, full fashioned, shaped to fit and double strength heel, toes and soles. Deep garter hem. Regular size width only.

COLORS: Black, white, suede, gray or cordovan brown. SIZES: 8½ to 10. Don't miss this wonderful bargain. July-August Sale Price, per pair... **59¢**
Postage 1¢ extra.

Big Corset Sale!



\$4.49

**New
Bust-Confining
Corset**

17 N 61 17 N 71
For For
Tall Short
Stout Stout
Women Women

New Bust Confining and Reducing Corset

Especially priced for the next 60 days only. So get your order in early. Sale closes August 31st.

This combination reducing Corset and bust confining brassiere is one of the biggest values in Lane Bryant's Book of Bargains.

Whether you are tall and stout or short and stout, you can profit by this corset bargain. It is made in two styles; one to fit correctly the tall figure and one made exclusively for the short stout woman.

The corset is of White Coutil, firmly but flexibly boned with Duplex rust-proof boning. Elastic inserts in front, to reduce the hips. Six hose supporters. Adjustable tape shoulder straps.

Brassiere feature is formed of strong elastic bands shaped into a well curved bust support. This takes care of superfluous flesh and reduces bust. Lacing at sides for comfortable adjustment.

State bust, waist and hip measure, and we will send you correct size.

17N61—For tall stout women; has 10-inch front clasp and 18-inch side length as pictured. **SIZES: 26 to 42.**
Special Sale Price \$4.49
Postage 5¢ extra.

17N71—For short stout women; 9-inch front clasp, 16-inch side length and shorter boning. **SIZES: 26 to 42 inches.**
Special Sale Price \$4.49
Postage 5¢ extra.

How to Order

No two stout women are proportioned exactly the same. Some have extra large hips, some have extra large bust, and some are stout all over. It is therefore necessary that we know all of your measurements in order to send you a correct size corset.

Send us your bust, waist and hip measurements taken over dress, with corset on. Take waist measure rather tightly. We can then send you a corset in a size that will be sure to fit you.

Price Reduction in Popular Corsetlette

17N201—Look, stout women, at our bargain offering in the Four-in-one-Corsetlette!

It fills the need of corset, brassiere, bust supporter and hip confiner. And you have never worn anything so cool and comfortable.

Besides ordering a corset, you should order one of these to wear on days when you feel the need of comfort and freedom from stays.

Made of fine quality **Flesh-Pink Broche**. The front extends over the abdomen, and terminates in two garters to hold it in place. In back, an elastic insert adds ease and comfort and the back extensions with garters attached, confine the hips.

Two bones in back above waistline. Hooks at side under an invisible closing.

You will find this an extremely comfortable and effective supporter to wear for bathing, sport or dancing. Besides being comfortable, the Corsetlette gives a flatteringly youthful line to the figure.

SIZES: 36 to 56 bust. Reduced Price \$1.95
Postage 4¢ extra.

EVERY CORSET on this and the following two pages has been radically reduced for this sale. The selection includes many of the famous Lane Bryant models, each one designed on lines to slenderize the stout figure. If your stoutness is in the bust, there is a bargain corset for you. If it is your hips that are extra large, you too, will find a bargain in a Lane Bryant corset designed for your figure.

Each model represents a tremendous saving to you. Each model has its own individual Lane Bryant feature. Each model serves a special purpose for a special figure. Laced when they come to you to eliminate any inconvenience.

The Lane Bryant guarantee supports each corset. Select yours today. Benefit by this tremendous price slashing. Sale ends August 31st.



Hooks
at Side

**FOUR IN ONE
Corsetlette**

Flesh-Pink

Improve Your Figure Today A Style for Every Type!



LOW BUST
HIGH BACK

17 N 84

Flesh-Pink
\$3.69



ABDO-
SUPPORT
CORSET

17 N 70

\$2.69



TOPLESS
ELASTIC
GIRDLE

Flesh-
Pink

17 N 86

\$1.29



17 N 72

\$3.69

TRIPLE-
BONED
REINFORCED
SIDES

Flesh-
Pink

Special Bargain For "Medium Stouts"

17 N 84—Bargain in a "Comfort" Corset for the medium stout woman, with a low bust and high back. The bust is 2 inches above the waistline. Elastic top in front. High supporting back.

This model has proven by its popularity that it gives the lines, comfort, and service that the stout woman requires. Elastic inserts at bottom assure plenty of comfort.

Made of fine quality Flesh-Pink Coutil with Duplex rust-proof boning. Graduated 9-inch front clasp, three hooks below. Four garters. Special value.

SIZES: 24 to 42. State bust, waist and hip measure and we will send correct size. Our special Sale Price, ... **\$3.69**

Post. 5¢ extra.

Abdo-Support At A Bargain Price

17 N 70—Our famous Abdo-Support Corset at a special sale price.

Made of fine quality White Coutil with inside elastic abdominal band at each side, to give proper support and reduce abdomen. Very comfortable.

Elastic insert at each side of back gives added comfort and flat effect.

Comfortable high back; medium high bust, 4 inches above waistline. Rust-proof boning. 10½-inch graduated front clasp with hook below. Double garter attachment holds corset in place. Six hose supporters.

White Only. SIZES: 24 to 36. State bust, waist and hip measure and we will send correct size. Sale Price, ... **\$2.69**

Post. 5¢ extra.

Reduced Price In Topless Girdle

17 N 86—For this "60-day sale" we have reduced the price of this Girdle Corset. We have made it a bargain of exceptional merit. But order early. The sale ends August 31st.

For extra freedom and comfort, for sports or rest wear, select this Topless Girdle Corset of Flesh-Pink Elastic Webbing, alternating with sections of strong Coutil.

Flexible yet restraining, lightly and comfortably boned. Front clasp 8 inches long, with hook below. Four hose supporters. No lacing. Entire length 12 inches. Good value.

SIZES: 24 to 36. State bust, waist and hip measure and we will send correct size. Send order now. Our Sale Price, ... **\$1.29**

Post. 5¢ extra.

Bargain in a Front Lace Triple-boned Reducing Model

17 N 72—Here is a special Front Lace Corset of splendid lines and unusual durability, reduced for 60 days. Your dresses will always fit smoothly if you wear this front lacing, high back corset, specially designed for the average stout figure. It is a slenderizing model with especially pleasing lines.

Of medium weight Flesh-Pink Coutil. Wide elastic band across bottom in back. Lightly boned tongue under laces. Triple boning at sides. Bust 3½ inches above waistline. Six hose supporters, rust-proof Duplex boning, 10½-inch front steel.

SIZES: 24 to 42. State bust, waist and hip measure and we will send correct size. Send your order early. This sale ends August 31st. Sale Price, ... **\$3.69**

Postage 5¢ extra.

Wear Your Correct Corset Every One A Bargain!



for Short Stout Women

17 N 85
\$198

17 N 09
\$439

Flesh-Pink

Diaphragm Reducing Corset



Flesh-Pink Summer-weight Corset

17 N 12
\$229

"Short Stout" Model A Bargain

17 N 85—Don't wait another day before getting your correct Corset. Here is a bargain for the short stout woman, and one she should take advantage of. Formerly sold for \$2.95. Order now and save nearly a dollar. You will be more than satisfied with it.

This is a corset designed especially for the woman of short stout figure. Made of strong White Coutil, and exceptionally well boned.

Reinforced over abdomen. Medium bust, 3 inches above waistline, short hip. Graduated 9-inch front clasp, with strong hook below. Six heavy hose supporters.

SIZES: 24 to 36. State bust, waist and hip measure, and we will send correct size. **Price** Post. 5¢ extra. **\$1.98**

Special Corset to Reduce Diaphragm

17 N 09—This is a special bargain offering to the stout woman who wishes to reduce her diaphragm.

Comfortable low-bust Corset for stout women, designed with elastic band inside at top to reduce diaphragm. Keeps flesh from protruding above corset.

Made of **Flesh-Pink Coutil**. Long hip with comfort-giving elastic insert. Bust 2 inches above waistline. Graduated front clasp 9 inches, two hooks below. Rust-proof Duplex boning. Four garters.

SIZES: 26 to 42 bust. State bust, waist and hip measure. We will send you a corset that is sure to be a correct fit. Excellent value. Order yours today. **Sale Price** Post. 5¢ extra. **\$4.39**

Summer-Weight Corset Reduced

17 N 12—Get yourself this Corset at our bargain price. You will find it delightfully cool and well ventilated for summer comfort.

Made of strong **Flesh-pink Coutil** with a deep inset of **Flesh-pink Mesh** at each hip and smaller mesh inset under the arm. Modeled on correct lines that slenderize the full figure.

Medium bust, 2½ inches above waistline; high back and long hip. Front clasp 9½ inches long, with hook below. Four garters.

SIZES: 24 to 36. State full measurements so we can send a size to fit you. This is a special summer sale bargain and our offer holds good for only 60 days. **Sale Price** Post. 5¢ extra. **\$2.29**



17 N 205
98¢

Flesh-Pink

Bust Supporting Comfort Brassiere

Can be worn with or without Corset

Hooks at Side

Only 98c. For This Comfortable Flesh-Pink Brassiere

17 N 205—For our "sixty-day" sale, we have marked this Brassiere to the very low price of 98¢. Stout women will find it ideal as a bust support.

Can be worn without a corset or over a corset. This style brassiere is excellent for swimming, for it confines the bust and supports the hose at the same time.

Made of **Flesh-Pink Broche** with tape shoulder straps. The front is designed to extend down over the abdomen and terminates in two garters which hold it firmly in place. Hooks under arm. Laces in back, giving perfect adjustment. Light boning provides comfortable support in back. An "all-around" comfortable brassiere.

SIZES: 34 to 56 bust. Don't miss this bargain. **Special July-August Sale Price** Postage 4¢ extra. **98¢**



TOPLESS
ELASTIC-
SIDE
SPORT
GIRDLE

17 N 69
\$1.98

FLESH
PINK



FLESH
PINK
17 N 204

\$2.98



17 N 203
\$2.49

FLESH
PINK



ABDO-REDUSO
CORSELLETTE



17 N 202
98¢

Abdo-Reduso Corsetlette
Sizes Up to 56 Bust

17 N 204—For summer comfort you simply could not wear a more satisfactory support than our Abdo-Reduso Corsetlette of Flesh-Pink Brocade.

A wide Abdo-band of good quality elastic fastens underneath the front panel and keeps the corsetlette in place. Garters in back restrain hips. Drawstring at top. Plush lined hooks. SIZES: 36 to 56 bust. Sale Price \$2.98 Postage 5¢ extra.

Sport Girdle

17 N 69—For \$1.98 you can buy this Topless Elastic-Side Sport Girdle; you really ought to order two, one for morning use and an extra one to wear when you want to look your trimmest. Flesh-Pink Coutil with wide elastic sections at sides. Front lacing.

SIZES: 24 to 36. A bargain. Sale Price \$1.98 Postage 5¢ ex.

Girdle for 98¢

17 N 202—Back to the days of a corset priced under a dollar. 98¢ for this Flesh-Pink Coutil Girdle, with wide side insets of elastic.

For the youthful figure, and for sports wear, you will find this corset ideal. Four hose supporters.

SIZES: 24 to 36. State bust, waist, and hip measurements. July-August Sale Price \$1.98 Postage 5¢ extra. 98¢

Sale Special

17 N 203—Bargain in a light weight Corset of Flesh-Pink Brocade, designed on slenderizing lines so desirable for stout women.

Comfort-forming elastic inserts at the top. Four hose supporters. Plush lining under hooks in front.

SIZES: 24 to 36. State bust, hip and waist measures. Sale Price \$2.49 Post. 5¢ extra.

Comfort Corsetlette

17 N 10—Special Sale offering in a comfort-giving Corsetlette of Flesh-Pink Brocade.

Full-length elastic section at side-back and elastic insert at side confine hips. Strong boning at side and back gives ample support. Tape shoulder straps. Lace trimmed top. Closed at center back. Four garters.

SIZES: 38 to 56 bust. A bargain. Price \$3.49 Post. 5¢ extra.



Flesh-Pink
Back Supporting
Hip Reducing
Corsetlette

FLESH
PINK

Lane Bryant July-August

SALE



2 for
59¢

FLESH-PINK
13 N 201

Bargain in Bandeau Brassieres

13 N 201—59¢ for two Brassieres! A special offering for this sale only. Ordinarily one alone sells for that.

Both Flesh-Pink. Open in back. One of Brocade—the other of Tricot. The tricot model has elastic inset in back.

SIZES: 34 to 52 bust. Big bargain for our July-August Sale. Two Brassieres (one of each style) for

Postage 3¢ extra. 59¢



2 for
69¢

13 N 202

Another Big Brassiere Bargain

13 N 202—Another bargain offer; but do not delay, as our stock is limited. White Muslin bust confining Brassieres, 2 for 69¢. Top trimmed with wide embroidery. Scallop trimmed armholes and back. Invisible front closing.

SIZES: 34 to 52 bust. It would be hard to select two better models. Two Brassieres (one of each style) for

Postage 3¢ extra. 69¢



Front or Back Closing

Very youthful model in a Bandeau Brassiere of Flesh-Pink Broche with self-color braid finishing the top. Pink tape shoulder straps. Elastic waistline.

13 N 207—Invisible closing in back. SIZES: 34 to 52 bust.

July-August Sale Price

Postage 2¢ extra. 59¢

13 N 208—Fastens in front with invisible closing. SIZES: 34 to 52 bust.

July-August Sale Price

Postage 2¢ extra 59¢

All-Lace Model

13 N 209—Bargain in an All-Lace Brassiere in Cluny pattern, front and back alike, as pictured. Invisible front closing. White Only. Serviceable and neat.

SIZES: 34 to 56 bust.

Special Price

Post. 2¢ extra. 89¢

13 N 5—Brassiere of durable White Cambric. Boning at back and sides. Tape shoulder straps. Front closing. Laces in back as pictured in small view.

SIZES: 34 to 54 bust.

July-August Sale Price

Post. 2¢ extra. 55¢

13 N 204—Brassiere and Diaphragm Reducer, of Flesh-Pink Cambric. Front section extends over diaphragm with rubber inserts at each side. Hooks at side.

SIZES: 34 to 56 bust.

July-August Sale Price

Post. 2¢ extra. 59¢

13 N 203—Brassiere of heavy White Muslin trimmed with Cluny pattern lace. Reinforced under arms. Closes in front. A real good value.

SIZES: 34 to 56 bust.

July-August Sale Price

Post. 2¢ extra. 59¢

White Cambric

13 N 10—Bust-confining Brassiere of linen-finished White Cambric. Reinforced under arms. Braid trimmed top. Closes in front as pictured.

SIZES: 34 to 56 bust.

July-August Sale Price

Post. 2¢ extra. 69¢

FINE BRASSIERES AMAZINGLY LOW IN PRICE

Sizes from
34 to 56 Bust

PRICES CUT

Big Sale of Gowns

FLESH
PINK
HAND EMB.
14 N 203

\$1.49



Hand-Embroidered Night Gowns

14 N 203—Hand-Embroidered French knots in lovely pastel colors, distinguish this Nightgown, of soft Flesh-Pink Nainsook. Very serviceable grade for laundering, and very dainty looking. Val lace edges the neck and sleeves, and shirings each side give becoming fullness. Ribbon drawstring.

SIZES: 34 to 56 bust. A lovely gown of superior quality and a very special value. Price...
Postage 4¢ extra **\$1.49**



14 N 204

98¢

Tremendous Value

14 N 204—Dainty Nightgown of good quality White Nainsook, priced surprisingly low. Embroidery trims round neck and short sleeves. Satin ribbon is run through neck. SIZES: 34 to 56 bust. July-August Sale Price.....
Postage 4¢ extra **98¢**



14 N 207

75¢

Noteworthy Bargain

14 N 207—A worth-while bargain indeed, in a White Nainsook Nightgown. Blue featherstitching outlines the neck and the arm edges. Shirred in front. SIZES: 34 to 56 bust. Extra wide and extra long. Sale Price.....
Postage 4¢ extra **75¢**



BROWN
BLACK OR
NAVY
WASHABLE
SATIN
19 N 202

\$1.98

Camisole of Washable Satin

19 N 202—Here is one of the finest Camisoles you could select. Made of beautiful quality Washable Satin, very lustrous, soft and durable. Tailored finish along neck and armhole edges in newest style. This is the ideally practical camisole to wear under your dark sheer frocks.

COLORS: Brown, black or navy blue. SIZES: 34 to 56 bust. July-August Sale Price...
Postage 2¢ extra **\$1.98**



14 N 210

98¢

14 N 211

69¢

Val Lace Trimmed

14 N 210—Envelope Chemise of White Nainsook for stout women. This is about the finest, softest, and most exquisite chemise we have ever seen for this low price. And you will think so, too.

Fine Val lace combined with inserts of embroidery trim front. Lace edging. Ribbon ornament and drawstring. Several rows of shirring in front add a soft, desirable fullness. Order now.

SIZES: 34 to 56 bust. Price...
Postage 3¢ extra **98¢**

A Big Bargain

14 N 211—An extremely dainty and serviceable Envelope Chemise made with bodice top of fine quality White Nainsook, beautifully hemstitched in blue.

The stitching appears on the shoulder straps, at the top, and in two rows to form a yoke effect. Shirring in blue adds desirable fullness in front.

SIZES: 34 to 56 bust. A very serviceable chemise. And you should order several while this opportunity is offered to you. Do it today. Sale Price...
Postage 3¢ extra **69¢**

LOWEST YET

Camisoles and Envelope Chemises

Sale Ends
August 31st



Bargain in a Long-Sleeve Gown

14 N 205—Big bargain in a long-sleeve, full-cut Nightgown of White Nainsook. A ruffle of fine embroidery finishes neck and sleeves. Cluster tucks trim the front yoke, and the back yoke is made double for added strength. Extra wide, extra long. SIZES: 34 to 56 bust. Price.....**98¢**
Postage 4¢ extra.

Exceptionally Good Value

14 N 206—A big bargain indeed. You will marvel at the good quality and neat style of this dainty White Nainsook Gown. Featherstitching outlines the yoke, the neck and the arm edges. Shirrings in front. SIZES: 34 to 56 bust. Extra wide and extra long. Our Sale Price.....**95¢**
Postage 4¢ extra.



Val Lace Embroidery

14 N 202—One of our finest Nightgowns of very fine soft White Nainsook, handsomely trimmed with fine Val lace combined with insets of embroidery. Satin ribbon is run through neck and yoke, which is finished with a ribbon bow. This is a lovely gown, and a remarkable value. SIZES: 34 to 56 bust. Cut full and roomy. Sale Price.....**\$1.85**
Postage 4¢ extra.



HAND EMB.

14 N 208
\$1.29

14 N 209

89¢

Very Low Priced

14 N 209—Envelope Chemise of durable White Nainsook marked to a very low price. Trimmed with neat embroidery edge at neck and armholes. Ribbon drawstring. Cut full and roomy to insure comfort to the full figure.

Will wear well and launder perfectly. SIZES: 34 to 56 bust. Sale Price.....**89¢**
Postage 3¢ extra.

Pastel Embroidery

14 N 208—A Hand-Embroidered French knot design in pastel shades, ornaments the front of this Envelope Chemise of soft White Nainsook. Hemstitching all around bottom and at top. A cluster of very fine tucks trims the front. Ribbon drawstring at neck.

Get yourself several of these attractive Chemise. They are a worth-while bargain. SIZES: 34 to 56 bust. Sale Price.....**\$1.29**
Postage 3¢ extra.



FLESH-PINK
SATIN
19 N 201

\$1.49

For Dressy Wear

19 N 201—For dainty appearance, fine quality and lasting satisfaction, choose this lovely slip-over Camisole of Flesh-pink Washable Satin.

Two rows of Filet-pattern lace insertion trim it.

Val lace and ribbon-run beading finish the top.

Satin ribbon shoulder straps as pictured. Elastic waistband. Full cut for stout women. SIZES: 34 to 56 bust. July-August Sale Price.....**\$1.49**
Postage 2¢ extra.

Prices Slashed **Send Order Today** **and Save Money**



Shadow Proof
Cambric

14 N 1
98¢



SATEEN PANTALETES

12 N 219
89¢ UP

Sateen Pantalettes
 Extra-long Sateen Pantalettes. Elastic at waist and ankle bands. Reinforced crotch.
 COLORS: Black, navy blue or purple. LENGTHS: 34 to 40 inches. Three hip measures.
 12 N 219—48-inch hip... **89¢**
 Postage 5¢ extra.
 12 N 220—56-inch hip... **98¢**
 Postage 5¢ extra.
 12 N 221—66-inch hip... **\$1.19**
 Postage 5¢ extra.



CAMBRIC
14 N 215
75¢ UP

NAINSOOK SHADOW PROOF

14 N 212
\$1.49 UP



SATEEN

14 N 218
89¢ UP

Shadow Proof
 Shadow-proof Petticoat of durable White Cambric with double panel in front and scalloped lower edge. Drawstring top.
 LENGTHS: 34 to 40 inches. Three hip measures.
 14 N 1—48-inch hip measure... **98¢**
 14 N 2—56-inch hip measure... **\$1.19**
 14 N 3—66-inch hip measure... **\$1.39**
 Postage 4¢ extra on each.



14 N 74
69¢

Lace Trimmed Nainsook
 14 N 74—White Nainsook Corset Cover. Trimmed in front with Val lace insertion and insets of fine embroidery. Lace trimmed neck and armholes. Drawstring at waist.
 SIZES: 34 to 56 bust. We know you will appreciate this bargain. Price **69¢** Post. 2¢ ex.

Nainsook
 White Nainsook Shadow-proof Petticoat. Underlay. Drawstring.
 LENGTHS: 34 to 40 ins.
 14 N 212—48-in. hip measure... **\$1.49**
 14 N 213—56-in. hip measure... **\$1.79**
 14 N 214—66-in. hip measure... **\$1.98**
 Postage 4¢ extra on each.
Cambric
 White Cambric Petticoat underlay. Drawstring.
 LENGTHS: 34 to 40 ins.
 14 N 215—48-in. hip measure... **75¢**
 14 N 216—56-in. hip measure... **85¢**
 14 N 217—66-in. hip measure... **95¢**
 Postage 4¢ extra on each.

White Sateen
 Bargain in a White Sateen Petticoat with deep flounce finely tucked. Non-transparent. Elastic waistband.
 LENGTHS: 34 to 40 inches. Three hip measures.
 14 N 218—48-in. hip measure... **89¢**
 14 N 219—56-in. hip measure... **98¢**
 14 N 220—66-in. hip measure... **\$1.19**
 Postage 4¢ extra on each.



Flesh-Pink
Batiste

14 N 221
59¢ UP

Bargain in Bloomers
 Flesh-Pink Batiste Bloomers cut full and roomy. Elastic at waist and knee. Reinforced crotch.
 LENGTH: About 29 inches.
 14 N 221—48-in. hip measure... **59¢**
 14 N 222—56-in. hip measure... **69¢**
 14 N 223—68-in. hip measure... **79¢**
 Postage 2¢ extra on each.

A Big Bargain
 White Cambric Open Drawers. Hemstitched ruffles with tucks. Drawstring top.
 LENGTH: About 29 inches.
 14 N 224—36-in. waist... **75¢**
 14 N 225—40-in. waist... **75¢**
 14 N 226—48-in. waist... **75¢**
 Postage 2¢ extra on each.



14 N 224
75¢

SALE ENDS, AUGUST 31ST

Wonder Values

SALE
ENDS
AUG.
31st

SIZES
48 to 66
INCHES
HIP
MEASURE

LENGTHS
34 to 40
INCHES



ALL SILK JERSEY
12 N 216
\$3.49
UP

Pantalettes

Bargain in All-Silk Jersey Pantalettes, to serve as bloomers and petticoat. Cut extra long from waist to crotch. Ankles finished with self material and two rows of elastic. Elastic waistband. Reinforced crotch. Three hip measures.

COLORS: Taupe, black, or navy blue. LENGTHS: 34 to 40 inches.

12 N 216—48-in. hip measure **\$3.49**

12 N 217—56-in. hip measure **\$3.98**

12 N 218—66-in. hip measure **\$4.49**

Post. 5¢ ex. on each.



12 N 204

\$1.79
UP

Heatherbloom

Thrifty women everywhere buy Petticoats of Heatherbloom. Here is a special bargain in a smart tailored style.

Genuine Heatherbloom, pin-tucked flounce. Elastic waistband.

COLORS: Black, navy blue or brown. LENGTHS: 34 to 40 inches.

12 N 204—48-in. hip meas. **\$1.79**

Postage 5¢ extra. **\$1.98**

12 N 205—56-in. hip meas. **\$1.98**

Postage 5¢ extra. **\$2.39**

SILK TAFFETA FLOUNCE

12 N 213
\$2.19
UP

Silk Taffeta Flounce

You can't beat this bargain! A splendid wearing Petticoat, having an All-Silk Taffeta flounce and Cotton Taffeta top. Tucked and ruffle trimming.

COLORS: Black or navy blue; or green top with changeable flounce.

LENGTHS: 34 to 40 inches.

12 N 213—48-in. hip meas. **\$2.19**

Postage 5¢ extra. **\$2.59**

12 N 214—56-in. hip meas. **\$2.59**

Postage 5¢ extra. **\$2.98**



12 N 207
\$3.98
UP

ALL-SILK JERSEY

All-Silk Jersey

You ought to order this Petticoat at once! Never again will you see such a value offered at so small a price. It is a bargain indeed, as you must realize.

All-Silk Jersey petticoat. Distinctive flounce with two narrow scalloped ruffles, finely pleated. Elastic waistband. Smooth fit.

COLORS: Navy blue, black or taupe. LENGTHS: 34 to 40 inches. Three hip measures.

12 N 207—48-in. hip **\$3.98**

Postage 5¢ extra. **\$4.49**

12 N 208—56-in. hip **\$4.49**

Postage 5¢ extra. **\$4.98**

12 N 209—66-in. hip **\$4.98**

WHILE THEY LAST!

12 N 201

49¢
UP

Gingham

And they won't last long! Not at this bargain price. A Petticoat for every day wear of good quality blue-and-white striped Gingham with shell-stitched flounce. Drawstring top.

LENGTH: 34 to 40 in.

12 N 201—48-in. **49¢**

hip measure. **59¢**

12 N 202—56-in. **59¢**

hip measure. **69¢**

12 N 203—66-in. **69¢**

hip measure. **Post. 5¢ ex. on each.**

Sateen

Don't let this bargain escape your attention. Sateen Petticoat, with elastic waistband. Pleated and tucked flounce.

COLORS: Black, navy blue or Russian green.

LENGTHS: 34 to 40 in.

12 N 210—48-in. **89¢**

hip measure. **98¢**

12 N 211—56-in. **98¢**

hip measure. **\$1.19**

12 N 212—66-in. **\$1.19**

hip measure. **Post. 4¢ ex. on each.**

12 N 210

89¢
UP

SATEEN

Bathing Apparel at Bargain Prices

SIZES 34 to 56 BUST

SALE ENDS AUGUST 31st

Bathing Suit

16 N1—For comfort the one-piece Bathing Suit has won first place.

This one is of good quality Cotton Jersey with V-neck. Fastens at shoulder. A Summer Bargain.

COLORS: Navy blue or black. SIZES: 34 to 56 bust. July-August Sale Price....

Postage 12¢ extra. **\$3.49**

Bathing Shoes

16 N11—Bathing Shoes of durable White Canvas with soft black leather sole. SIZES: 4, 5, 6, 7 and 8. Sale Price.....

Postage 4¢ extra. **98¢**

Bathing Hat

16 N16—Becoming Bathing Hat of soft Rubber. Wire-edged brim, bound with white. Rubber flower in white and a contrasting color.

COLORS: Black, red or green. July-August Sale Price....

Postage 2¢ extra. **59¢**



CAP
16 N 14

59¢

COTTON
JERSEY

16 N 1

\$3.49

SHOES
16 N 11

98¢

HAT
16 N 16

59¢

HAT
16 N 15

69¢

SATIN
SHOES
16 N 12

\$1.75

16 N 8

45¢

Bathing Suit

Stylish Bathing Suit in a slip-over style with sash of self material. Effective piping at neck, armholes, bottom, pockets and sash.

16 N 3—Good quality Beach Cloth, piped with black-and-white. Black only. SIZES: 34 to 56 bust. Sale Price.....

Post. 12¢ ex. **\$2.98**

16 N 4—Made of Surf Satin, piped with white. Black only. SIZES: 34 to 56 bust. Sale Price.....

Post. 12¢ ex. **\$3.98**

Slippers

16 N 9—Bathing Slippers specially priced. Black Sateen with white binding. SIZES: 4, 5, 6, 7 and 8. Sale Price.....

Post. 4¢ ex. **59¢**

Shirred Cap

16 N 14—Rubber Cap wit self-color pleating around edge. COLORS: Blue, red or black. A bargain. Sale Price.....

Post. 2¢ ex. **59¢**

Bathing Bag

16 N 8—It is always so miserable a job to carry home a wet bathing suit! Pack it in this Rubberized Fabric Bag, of neat Black-and-White Check, and see how conveniently you can carry it; or throw it on the floor of your car. Nothing else will get wet.

45¢ is all it costs! Nothing at all for an article so convenient. Price.....

Post. 4¢ ex. **45¢**

Tights

Three excellent values in durable Bathing Tights. Extra long, extra elastic. Black only. Open on Shoulder. Special bargains. SIZES: 34 to 56 bust.

16 N 5—Medium weight Black Cotton Bathing Tights. Sale Price.....

Post. 6¢ ex. **89¢**

16 N 6—Superior quality Black Cotton Bathing Tights. Sale Price.....

Post. 6¢ ex. **\$1.89**

16 N 7—Fine All-Wool Bathing Tights, very elastic. Price.....

Post. 6¢ ex. **\$3.98**

Slippers

16 N 10—Sateen Bathing Slippers in sandal style with one buckle at the ankle.

COLORS: Navy blue or black. SIZES: 4, 5, 6, 7 and 8. Post. 4¢ ex. **79¢**

Diving Caps

16 N 13—Rubber Diving Cap. COLORS: Black, red or green. Price.....

Post. 4¢ ex. **2 for 29¢**

ALL Lane Bryant Bathing Suits are designed on lines both becoming and comfortable to the Stout woman. Nowhere else can you secure bathing apparel that will fit you as satisfactorily.

In addition to the correct and comfortable fit, you are purchasing at a much lower price than you could elsewhere. This sale ends August 31st. Send in your order today.

Bathing Suit

16 N 2—All-Wool Jersey Bathing Suit in the popular one-piece style. Short sleeves joined by bands of contrasting color jersey, to match bands a knees. Self-material belt. Buttons on shoulder.

COLORS: Black or navy blue. LARGE SIZES ONLY: 44 to 56 bust. Sale Price.....

Postage 12¢ extra. **\$7.45**

Satin Shoes

16 N 12—Bathing Shoes of Satin with three straps across instep.

COLORS: Navy blue or black. SIZES: 4, 5, 6, 7 and 8. July-August Sale Price.....

Postage 4¢ extra. **\$1.75**

Rubber Cap

16 N 15—Adorable Rubber Bathing Cap with three rows of rubber fringe edged with white.

COLORS: Blue, black or green. July-August Sale Price....

Postage 2¢ extra. **69¢**

CAP
16 N 13

2 for 29¢

COTTON
TIGHTS
16 N 5

89¢

SUPERIOR
COTTON
TIGHTS
16 N 6

\$1.89

ALL WOOL
TIGHTS
16 N 7

\$3.98

SATEEN
SLIPPER
16 N 10

79¢



52 N 1
\$1.29

White Enamel Irrigator, Douche Nozzle

52 N 1—Excellent quality, double coated White Enamel Irrigator Red rubber tubing. Three hard rubber douche and syringe nozzles. Metal shut-off. Two-quart size. Sanitary, acid-proof. Hanger for fastening on wall.

Excellent value at our very low price. Complete Set as pictured. Postage 8¢ extra. **\$1.29**



Lane Bryant Specialties

Safety Pins
71 N 18—Three sizes Lane Bryant "Bonnie Babe" Nickel Plated Safety Pins. Assorted sizes. Special price.
4 Cards for **19¢**
Postage 3¢ extra

Castile Soap
71 N 14—Lane Bryant's own pure Olive Oil Castile Soap. The safest and purest. Very special offering.
6 Cakes for **59¢**
Postage 6¢ extra

Powder
71 N 12—For this sale only. Special reduction in our "Bonnie Babe" Talcum Powder, prepared for Lane Bryant.
2 Cans for **35¢**
Postage 4¢ extra



Nursing Brassieres

13 N 27—Nursing Brassiere of White Rubberized Cambric. Elastic band across back. Buttons in front. 34 to 46 bust.
Postage 2¢ extra. **79¢**

13 N 28—Nursing Brassiere similar to 13 N 27 but of fine quality Pink Batiste. Rubberized nursing section with knitted lining.
SIZES: 34 to 46 bust.
Our price. Post. 2¢ extra. **\$1.49**



Hot Water Bag with Syringe Attachments

52 N 2—Combination Hot Water Bag and Fountain Syringe, as pictured.

Seven-piece set consisting of 2-quart red rubber bag; red rubber tube; three hard rubber syringe and douche nozzles; metal shut-off, and screw top stopper. Very special value.

The stopper converts the syringe into a hot water bag. Very, very useful, and a bargain. Our low price for complete set, seven pieces. Post. 8¢ extra. **\$1.79**



52 N 16
79¢

Paper Gauze

52 N 16—Zor-Bik, something new. A paper gauze that is specially absorbent. Thin sheets in thick layers, rolled. Can be used for diaper pads, sanitary napkins, etc. Soft as cotton. Free from any injurious matter. 14 inches wide. 1 lb. rolls in a carton. Postage 5¢ extra. **79¢**



Nursery Apron

52 N 13—Nursery Apron of Black-and-white checked Rubberized Cloth. 23 by 36 inches. Absolutely moisture-proof. Indispensable in nursery. Sale price. Postage 3¢ extra. **39¢**



Douche-Pan

52 N 14—Combination Bed or Douch Pan of seamless double-coated White Enamel. Sanitary and convenient. Measures about 16 inches long, 12 inches wide and 3 inches high. Price. Postage 10¢ ex. **\$1.69**



Breast Pump

52 N 3—Breast Pump with correctly shaped glass bowl. Fine quality red rubber bulb. Our low price. Postage 10¢ extra. **45¢**

Infants' Syringe

52 N 4—Infant's Rectal Syringe. Hard rubber bulb. Red rubber bulb. Our low price. Postage 3¢ extra. **15¢**

Vaginal Spray

52 N 5—Vaginal Spray. Red rubber bulb. Hard rubber nozzle patented spray device. Price. Postage 5¢ extra. **98¢**

Sanitary Belt

52 N 9—Sanitary Belt. Self-adjusting. White Cotton Marquisette and Nainsook form the front and back sections. Elastic webbing at sides. Four safety pins. Medium or large. Give waist measure. Our price. Postage 1¢ extra. **45¢**

Face Bag

52 N 6—Pint size Hot Water Face Bag of moulded red rubber. Metal screw stopper. Price. Postage 1¢ extra. **69¢**

Hot Water Bag

52 N 7—Hot Water Bag of moulded red rubber. Reinforced seams. 2 quart size. Price. Postage 2¢ extra. **\$1.09**

Bath Thermometer

52 N 8—Bath Thermometer: glass tube inclosed in wood for protection. Will float. Price. Postage 4¢ extra. **39¢**

Sanitary Napkins

52 N 10—Lane Bryant Seamless Sanitary Napkins, extra large. Made of high grade, antiseptic gauze, white cotton filled. Absolutely clean and sanitary. One dozen in sealed box. Price per dozen. Postage 5¢ extra. **43¢**



Sanitary Apron

52 N 12—Sanitary Apron of Pure Gum Rubber with good quality muslin top. Absolutely moisture-proof. About 24 by 24 inches. Pinstabs at both sides. Postage 3¢ extra. **35¢**

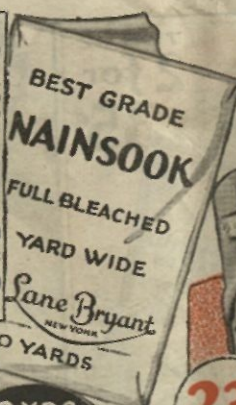
Safety Pins

Guaranteed gold-plated Safety Pins. One dozen each. Size Doz. Post.
52 N 17 .0 -- 7¢ 1¢
52 N 18 .1 -- 8¢ 1¢
52 N 19 .2 -- 9¢ 1¢
52 N 20 .2 1/4 -- 10¢ 1¢
52 N 21 .3 -- 12¢ 1¢

MIDSUMMER



Special Value
Three distinct bargains in full-bleached, straight-weave White Nainsook. Full yard wide. No stamping on goods; no waste. Sold in 10-yard pieces, each in envelope.
63 N 750—Very good quality. 10 yards... **\$1.29**
63 N 751—Better quality. 10 yards for... **\$1.69**
63 N 752—Our best quality. 10 yards for... **\$1.89**
Postage 8¢ ex. per bolt.



10 YDS. \$1.29 UP

23¢ YARD



\$1.19 YARD



49¢ YARD

Baby Fleece
62 N 659—Printed Flannel fleeced on one side. 27 inches wide. Just the thing for baby's sacque kimono or coverlet. Good value.
COLORS: Pink, blue or tan with kitten's head design in contrasting color. Per yd. **23¢**
Post. 1¢ per yd.

All-Wool
62 N 698—Soft, fleecy, nearly All-Wool Eiderdown. For negligees, coverlets, coats and wraps. Double-faced.
COLORS: Cream-white, pink or light blue. Width 36 inches. Sale Price, **\$1.19** per yard. Post. 2¢ per yard.

Flannel
Fine Wool Flannels. Cream-white only. Your satisfaction is guaranteed. Order plenty.
63 N 685—Wool-and-cotton, 26 in. Per yard... **49¢**
63 N 684—Nearly All-Wool, 27 inch. Per yard... **85¢**
Post. 2¢ per yd.

Cheese Cloth
Curly Cheese Cloth, in sanitary package of 10 full yards. 36 inches wide. Keep a supply on hand.
63 N 773—10-yard bolt... **59¢**
63 N 774—Best quality Cloth. 10-yard bolt... **85¢**
Post. 8¢ per bolt.

Sheeting
Rubber Sheeting. Single coated. Dependable grade that will give lengthy service.
63 N 686—27 in. Price... **35¢**
63 N 687—36-in. Price... **45¢**
63 N 688—54 in. Price... **79¢**
Po. 2¢ per yd.



35¢ UP YARD



89¢ YARD



23¢ UP YARD



39¢ YARD

GINGHAM 27 INCHES WIDE

62 N 642—Red-and-white, black-and-white, blue-and-white stripe, yd. **17¢**
62 N 643—Solid colors—blue, pink or tan. Per yard **17¢**
62 N 644—Lavender, pink, blue or black, each with white check, yd. **17¢**
62 N 646—Red, pink blue or brown plaid. Price per yard... **17¢**
Po. 1¢ per yd.



17¢ YARD

Silk-Embroidered
Silk-Embroidered nearly All-Wool Flannel. 26 inches. Cream-white.
63 N 691—Hem-stitched flannel... **89¢**
63 N 692—Scalloped. Price, per yard... **89¢**
Post. 1¢ per yard.

Fine Quality
White Dimity Check. 27 inches wide. Small, medium or large check.
62 N 661—Soft quality. Per yard **23¢**
62 N 662—Very best quality dimity... **35¢**
Per yard... **35¢**
Post. 1¢ per yard.

Foulard
62 N 640—Special offer in a Mercerized Foulard, 32 inches wide. Practical for a summer dress. A real good bargain.
COLORS: Navy blue, or black with white figure. Price, per yard... **39¢**
Post. 1¢ per yard.

VOILE ORGANDIE



19¢ UP YARD

Sheer Mercerized Voiles and Organdies. 40 inches wide. Pink, rose, tan, light blue, Copenhagen blue, navy blue, lavender, black or white.
62 N 663—Voile... **19¢**
62 N 664—Voile... **25¢**
62 N 665—Voile... **39¢**
Postage 1¢ per yard on each.

62 N 666—Organdie... **19¢**
62 N 667—Organdie... **25¢**
62 N 668—Organdie... **39¢**



27¢ UP YARD



17¢ YARD



\$1.19 UP 10 YDS.

DIAPER CLOTH



\$1.19 UP

Soft, Absorbent Diaper Flannel. Fleeced on Both Sides. Priced low.
63 N 736—24-in. wide. 10 yds. **\$1.19**
63 N 737—27-in. wide. 10 yds. **\$1.19**
63 N 738—36-in. wide. 10 yds. **\$1.89**
Post. 10¢ per bolt.

White Birdseye Diaper Cloth.
63 N 775—20-in. wide. 10 yds. **\$1.19**
63 N 776—24-in. wide. 10 yds. **\$1.45**
63 N 777—27-in. wide. 10 yds. **\$1.63**
63 N 758—30-in. wide. 10 yds. **\$1.79**
Post. 8¢ per bolt.

62 N 620—White or Black Surf Satin, a cotton fabric with a lustrous surface. 36 inches wide.
Price, per yard... **47¢**
62 N 626—Good quality 36 inch Satin in white, black or blue.
Price, per yd. **27¢**
Post 1¢ per yard.

62 N 647—Special for this Sale. Baby Check Gingham, 27 inches wide. Fast colors, fine quality, and well wearing.
COLORS: Red, pink, light blue or tan, each with white check. A real bargain. Sale Price, per yard... **17¢**
P. 1¢ per yd.

Fine, full bleached round-thread Long Cloth. Yard wide.
63 N 766—Good quality. 10 yards. **\$1.19**
63 N 767—Better quality... **\$1.69**
10 yards... **\$1.69**
63 N 768—Our best. 10 yards. **\$1.95**
Post. 8¢ per bolt.

BARGAINS



23¢
YARD
UNDERWEAR CREPE

39¢
YARD
DOTTED SWISS

27¢
YARD
MERCERIZED BATISTE

62 N 639—Sixty-day special in fine Cotton Underwear Crepe. Does not require to be ironed. Time saver and money saver. Order today.
COLORS: White, light blue or pink. Width 30 inches.
Sale Price per yd. **23¢**
Po. 1¢ per yd.

62 N 629—Fine Mercerized Dotted Swiss. For dresses, caps, pillow slips, fine crib draperies, etc. Carried in the latest shades of pink, light blue, or navy, also white. Full 36 inches wide.
Price, per yard. **39¢**
Po. 1¢ per yd.

62 N 637—Fine quality White Mercerized Batiste. Soft, sheer and beautifully smooth in texture. You can save money on every yard. Buy NOW.
White only, 39 inches wide. Special Sale Price, per yard. **27¢**
Po. 1¢ per yd.



28¢
YD.
VOILE
40 INCHES

62 N 630
62 N 603
62 N 601
62 N 604
62 N 602



\$1.49
YARD
TRICOLETTE

19¢
YARD
JUMPER DRESS LINENE

21¢
YARD
TRICOLETTE

61 N 518—Tricolette, a beautiful lustrous fibre-silk fabric. 36 inches wide. For dresses, sweaters, etc.
COLORS: Navy blue, black, dark brown, flesh, white, rose or henna (reddish brown). Yard **\$1.49**
Post. 1¢ per yd.

62 N 649—Jumper Dress Linene that looks like French linen.
COLORS: White, tan, pink, navy blue, Copenhagen blue, heliotrope, or rose. Width 34 inches. Yard **19¢**
Po. 1¢ per yd.

62 N 518—Shepherd Check Suiting in a wool finished all-cotton fabric. 32 inches wide. For skirts, suits, etc. Small, medium or large check. State size. Price per yard. **21¢**
Po. 1¢ per yd.

Dark Ground Printed Voile, 40 inches wide.
62 N 601—Navy blue, black or brown ground with white dot. Navy with gold dot or red dot.
62 N 602—Navy blue or black ground with white.
62 N 603—Navy blue with white, or black with white, or gray with black.
62 N 604—Navy blue or brown with white figure.
62 N 630—Navy blue, Copenhagen or brown.
28c
per yard
Postage 1¢

PERCALE
YARD WIDE FAST COLOR

62 N 704—White with rose or blue flower. Yard **16¢**
62 N 705—White with blue or red stripe. Yard **16¢**
62 N 706—Blue or red with white check. Yard **16¢**
62 N 707—Red, or indigo blue, white figure. Yd **16¢**
Po. 1¢ per yard.

62 N 705
62 N 704
62 N 706
62 N 707

16¢
YARD



\$1.35
YD.
ALL-SILK CREPE DE CHINE

55¢
YARD
ALL-SILK GEORGETTE

89¢
YARD
ALL-SILK MOHAIR

\$2.79
YARD
ALL-SILK CANTON CREPE

\$1.29
YD.
ALL-SILK TAFFETA

\$1.29
YD.
ALL-SILK MESSALINE

Save Money on All-Silk Crepe de Chine or All-Silk Georgette Crepe.
COLORS: White, flesh, tan, brown, taupe, plum, henna, Copenhagen blue, dark green, navy blue, or black. Width 40 inches. Two good values.
61 N 511—All-Silk Crepe de Chine. Yard **\$1.35**
Postage 1¢ per yard on each.

Well-Wearing
60 N 508—Wonderful value in a fine quality plain Mohair, 36 inches wide. Makes a most practical skirt and is splendid for coats. Cool and light weight for summer.
COLORS: Navy, gray or black. Sale price per yard. **55¢**
Po. 1¢ per yd.

Big Bargain
61 N 519—Send today for a waist or dress length of this fine Imported All-Silk Pongee. 33 inches wide.
For suits, skirts, dresses, or coats. Natural tan only. Can be washed and ironed. Per yd. **89¢**
Po. 1¢ per yd.

Heavy Quality
61 N 510—Heavy All-Silk Canton Crepe, the smartest fabric for today's frock. Heavier than crepe de chine and more serviceable.
COLORS: Black, navy blue or dark brown. Width 39 inches. Yard **\$2.79**
Po. 1¢ yd.

Your choice in Black All-Silk Taffeta or All-Silk Messaline in very superior qualities, specially priced for this Sale. 36 inches wide. **BLACK ONLY.** Send your order early. Two bargains.
61 N 513—All-Silk Black Taffeta. 36 inches. Price per yd **\$1.29**
Postage 1¢ per yard on each.

Bargains for Tiny Tots



SEERSUCKER
82 N 63

79¢

Bargain
82 N 63—Creepers of well-wearing Seersucker, requires no ironing. Collar is edged with fluted organdie stitched in color. Buttons down back and inside of legs.
COLORS: All-white, white with pink, or white with blue.
SIZES: 1, 2, and 3 years. Price.... **79¢**
Post. 2¢ extra. **79¢**



82 N 205

59¢



82 N 53

49¢



82 N 202

98¢



83 N 202

\$1.19



82 N 203

59¢



94 N 78

65¢

Petticoat Bargain
94 N 78—Long Gertrude Petticoat of Cream-white Wool Flannel with a small percentage of cotton. Shell-stitching trims neck, armholes, and lower edge. Infants' size. **65¢**
Sale Price....
94 N 79—Same style in short length. Sizes 1, 2 and 3 years. Sale Price.... **65¢**
Postage 2¢ extra on each.

Dutch Creeper
82 N 205—Dutch style Cretonne Creeper. Straps cross in back. Drop seat. Buttons inside of legs. Bound with white.
COLORS: Pink or blue. SIZES: 1, 2, and 3 years. Price.... **59¢**
Po. 2¢ extra. **59¢**

Another Creeper
82 N 53—Creeper of Chambray. Contrasting color embroidery trims front. Buttons across lower edge. Elastic leg bands.
COLORS: Pink or blue. SIZES: 1, 2, and 3 years. Price.... **49¢**
Po. 2¢ extra. **49¢**

Big Value
82 N 202—Romper in Dutch style of good quality Chambray, trimmed with imported braid.
COLORS: Pink, blue or maize. SIZES: 2, 4, and 6 years. Sale Price.... **98¢**
Po. 2¢ extra. **98¢**

Pantie Dress
83 N 202—Two-piece Chambray Pantie Dress, with contrasting color embroidery and piping.
COLORS: Pink, with blue, blue with red. SIZES: 2, 3, 4, 5 and 6 yrs. **\$1.19**
Po. 2¢ ex. **\$1.19**

Like a Man's
82 N 203—Little boy love being big enough to wear Overalls. And they save much work for mother. Very durable. These are of Blue Chambray with red suspenders and trimmings. Patented buttons. SIZES: 2, 4, and 6 years. Sale Price.... **59¢**
Postage 2¢ extra.



94 N 205

49¢



94 N 76

35¢

Flannelette



83 N 201

59¢



83 N 60

65¢



83 N 55

35¢

94 N 205—Long Princess Slip of soft White Nainsook. Emb. flounce with lace. Infants' size. Price.... **49¢**
Post. 2¢ ex. **49¢**
94 N 204—Same as 94 N 205 short length. SIZES: 1, 2, and 3 years. Sale Price.... **49¢**
Post. 2¢ ex.

94 N 76—Gertrude Petticoat of soft White Flannelette. Neck, armholes, and lower edge finished with shell-stitching. Infants' size. Sale Price.... **35¢**
94 N 77—Short Gertrude, same style as 94 N 76. SIZES: 1, 2, and 3 years. Price.... **35¢**
Post. 2¢ ex. **35¢**

Chambray
83 N 201—Just 59¢ for this little one-piece Wash Frock of Chambray. Panel piped with white. COLORS: Pink-and-white; or blue-and-white. SIZES: 2, 3, 4, 5, and 6 years. Sale Price.... **59¢**
Po. 2¢ extra. **59¢**

Hand-Embroidered Yoke
83 N 60—Dress of fine quality White Nainsook with finely Hand-Embroidered yoke. Dainty lace edges neck and sleeves. SIZES: 1 and 2 years. Price.... **65¢**
Po. 2¢ extra.



Hand Emb.

79¢

A Bargain
83 N 55—Bishop Slip of very good quality, soft White Nainsook. Val lace trims neck and sleeves. You can use any number of these, and you ought to have plenty at this bargain price. Infants' size. Price.... **35¢**
Postage 2¢ extra. **35¢**

Hand-Embroidered
83 N 58—Only 79¢ for this Hand Embroidered long Dress of fine quality White Nainsook. Hemstitched yoke. Lace trimmed neck and sleeves. Baby needs ever so many dresses just like this. Infants' size. Sale Price.... **79¢**
Postage 2¢ extra. **79¢**



94 N 94
55¢

91 N 38
55¢

2 to 12 Years
91 N 33—Bargain in a Boys' or Girls' Combination Union Suit of good quality White Cotton. Reinforced shoulder straps, taped buttons, and tabs for garters. Front closing; drop seat. Extremely comfortable. **SIZES: 2 to 12 years. Price 3¢ ex. 55¢ Post. 3¢ ex. 55¢**

Pajamas
94 N 201—One-piece Pajamas for boys and girls. Made of good quality White Cross-bar Nainsook. Three mercerized frogs fasten front. Drop seat. Little folks find this style very comfortable. **SIZES: 2 to 6 years. Price 3¢ ex. 79¢ Post. 3¢ ex. 79¢**



CROSS-BAR NAINSOOK
94 N 201
79¢

94 N 95
55¢

2 to 12 Years
94 N 94—Little girl's Combination Suit of White Cross-bar Nainsook. Serves as waist and bloomers. Taped buttons; garter tabs. Drop seat. **SIZES: 2 to 12 years. Send your order now. Special Price for this Summer Sale. Postage 3¢ extra. 55¢**

COTTON
90 N 02
25¢



91 N 202
59¢

91 N 203
39¢

SILK AND FIBRE
90 N 25
55¢

2 to 12 Years
94 N 95—Combination Suit of good quality Cross-bar White Nainsook. Reinforced shoulder straps and taped buttons. Tabs for garters. Drop seat. **SIZES: 2 to 12 years. Summer Sale Price. Post. 3¢ extra 55¢**



91 N 13
25¢ UP

Hose Bargain
90 N 02—Elastic ribbed Cotton Stockings. **COLORS: Black, white or Cordovan brown. SIZES: 5 to 9½. Sale Price. 25¢ Post. 1¢ extra. 25¢**

Matching Set of Silk-aline-Wool-and-Cotton
91 N 202—Babies' Open front Shirt of Silk-aline-Wool-and-Cotton. Cream-white. **SIZES: 1 to 6. Price 1¢ ex. 59¢ P. 1¢ ex. 59¢**

91 N 201—Babies' Silk-aline-Wool-and-Cotton Lap-over Shirt Cream-white. **SIZES: 1 to 6. Price 1¢ ex. 69¢ P. 1¢ ex. 69¢**

Silk-and-Fibre
90 N 25—Silk-and-Fibre Hose; lisle heel and toe. **COLORS: White, pink or blue. SIZES: 4 to 6½. Price 1¢ extra. 55¢ Post. 1¢ extra. 55¢**

90 N 202
55¢
SILK AND FIBRE



91 N 09
21¢ UP

94 N 59
69¢

91 N 21
4 for 21¢



91 N 17
23¢ UP

Lap-over Shirts
Healthful and convenient Infants' Shirt in lap-over style. Three qualities. **SIZES: 1 to 6. 91 N 13—Good quality White Cotton. Sale Price 25¢ Post. 1¢ extra. 25¢ 91 N 14—Cotton with a small percentage of wool. Cream-white. Sale Price 55¢ Post. 1¢ extra. 55¢ 91 N 15—Wool-and-Cotton. Shell-stitched. Cream-white. Sale Price 65¢ Post. 1¢ extra. 65¢**

Bargain in a Summer Sock
90 N 202—Cunning Socks of Fibre Silk, with turn-back cuff. Lisle heels and toes. **COLORS: White, pink, blue or maize. SIZES: 4 to 9½. Sale Price 55¢ Post. 1¢ ex. 55¢**

90 N 14
35¢
HALF WOOL

Shoulder Bands
Knit Shoulder Bands. Elastic. Cream-white. Tabs for diaper. Three qualities. **SIZES: 1 to 6. 91 N 09—Cotton, button-holed edge, as pictured. Bargain price. 21¢ Post. 1¢ extra. 21¢**

Girls' Pajamas
94 N 59—Girls' one-piece Slip-on Pajamas, of soft Pink Nainsook stitched in blue. Elastic at ankle. Drop seat. Excellent value. **SIZES: 2 to 6 years. Sale Price 69¢ Post. 2¢ extra. 69¢**

Pinning Bands
Pink-edge Pinning Bands for infants. **SIZES: 6 x 27 in. 91 N 21—White Flannelette Special offering of 4 for 21¢ Postage 3¢ extra. 91 N 22—Wool-mixed cream-white flannel. Good value. Sale 2 for 27¢ Postage 2¢ extra.**

Babies' Shirts
High neck, long-sleeve Shirts. Open front. **SIZES: 1 to 6. 91 N 17—Good quality White Cotton, shell-stitched. Price 23¢ Post. 1¢ extra. 23¢ 91 N 18—Wool-finished Cotton. Cream-white. Sale Price 29¢ Post. 1¢ extra. 29¢ 91 N 19—Wool-mixed. Shell-stitched. Cream-white. Price 45¢ Post. 1¢ extra. 45¢**

90 N 09
17¢
COTTON LISLE

Half-Wool Hose
90 N 14—A bargain in fine Cream-white Cashmere Stocking, more than half wool, with silk heel and toe. **SIZES: 4 to 6½. Sale Price 35¢ Post. 1¢ extra. 35¢**

Lisle Hose
90 N 09—Tremendous value in White Cotton Lisle Hose. Flat-knit feet. Reinforced heels and toes. Order several pairs of these for your child's every-day wear. **SIZES: 4 to 6½. Price 17¢ Post. 1¢ extra. 17¢**



72 N 36
\$2.49

Wool-Finished
Eiderdown

Eiderdown Bunting

72 N 36—Infants' Bunting of fleecy Wool-finished Eiderdown. Trimmed with Jap Silk. Silk braid loops and white pearl buttons. Attached hood lined with satin.

White, trimmed with pink or light blue. July-August Sale Price Postage 4¢ extra. **\$2.49**



Wool-Finished
Double Blanket
72 N 201
98¢

72 N 201—Bargain in a Wool-finished Double Blanket. Reversible straight edge. COLORS: White-and-blue, or white-and-pink. SIZE: 30 x 40 inches. July-August Sale Price Postage 4¢ extra. **98¢**

SPRING
ATTACHMENT



BABY SWING

99 N 39

\$1.79



72 N 66
79¢
UP

Cotton, single Blanket. Chick pattern on both sides. Straight edge. Pink-and-white or blue-and-white. Two sizes. 72 N 66—30 x 40 inches... **79¢** Postage 3¢ extra. 72 N 67—36 x 50 ins. Postage 3¢ extra. **\$1.49**



Wool-Finished
72 N 41
\$1.59

Wool-Finished
Single Blanket
Only \$1.59

72 N 41—Bargain in a Wool-finished single Blanket in block design. Bound all around with mercerized binding. Tremendous value at our bargain price.

This price holds for only 60 days. Send your order in today, and be assured of profiting by this offer.

COLORS: Blue - and - white, or pink-and-white. SIZE: 36 x 50 inches. Sale Price... **\$1.59** Post. 4¢ ex.

Cretonne Swing

99 N 39—Cunning Cretonne Baby-Nest on metal ring. Cretonne is laced to ring so it may easily be removed and laundered. Hangs from spring attachment. (See small view).

COLORS: Pink or blue. Summer Sale Price Postage 10¢ extra. **\$1.79**



72 N 28
29¢

MUSLIN

72 N 30
49¢



72 N 02
27¢
UP
Quilted
Muslin



71 N 23
29¢
Pure Gum



72 N 06
\$2.79



QUILTED
MUSLIN
71 N 24

6 for 55¢

Pillow Slip

72 N 28—Fine Pillow Slip of good quality White Muslin which will wear and launder well. Finished with hem-stitched hem. SIZE: About 14 x 20 inches. July - August Sale Price Post. 2¢ extra. **29¢**

Crib Sheet

72 N 30—Splendid value in fine White Muslin Crib Sheet. Soft finish. Hem-stitched hem at top. SIZE: 36 x 50 inches (after hemming). Wears and launders especially well. Summer Sale Price Post. 2¢ extra. **49¢**

Quilted Pads

Guaranteed Sanitary Quilted Pads for lap or crib. Good quality White Quilted Muslin. Wear and launder well. Three sizes. 72 N 02-17x18 Post. 2¢ extra. **27¢** 72 N 03-18x34 Post 3¢ extra. **55¢** 72 N 04-27x40 Post. 5¢ extra. **98¢**

Drawers

71 N 23—Slip-on Diaper Drawers of White Pure Gum Rubber. Elastic waistband and leg bands. No buttons to come off. Mothers will find it practical and very convenient. SIZES Small, medium or large. Sale Price... **29¢** Post. 2¢ ex.

Silk Cover

72 N 06—Very attractive Japanese Silk Cover for Baby's crib or carriage. Filled with warm, fluffy white cotton. Hand-embroidered in delicate contrasting colors. Hand-tufted. COLORS: Pink or blue. SIZE: About 26 x 34 in. Will make a beautiful and serviceable gift. Sale Price... **\$2.79** Post. 6¢ ex.

Diaper Pads

71 N 24—Triangular, Quilted Diaper Pads of soft White Muslin, cotton filled. You need at least Six of these indispensable articles. Very absorbent. Bound edge. SIZE: 9 x 10 inches. A real bargain. Sale Price... **6 pads for 55¢** Postage 6¢ extra.



85 N 57
39¢
Flannelette



94 N 207
29¢
Muslin



Sateen
94 N 88
29¢



Cross-bar
Nainsook
94 N 206
35¢

2 to 14 Years
94 N 207—Child's Athletic Waist of Fine White Muslin. Taped buttons that will not come off. Garter attachments. SIZES: 2 to 14 years. Sale Price... **29¢** Post. 2¢ extra.

Practical Bloomers
94 N 88—Unusual Bargain in Bloomers of Washable Black Sateen, with straight waistband and strong buttonholes. SIZES: 2, 4, and 6. Sale Price... **29¢** Post. 1¢ extra.

2 to 14
94 N 206—Waist of White Cross-bar Nainsook with reinforcements. Taped buttons and garter attachments. SIZES: 2 to 14 years. Sale Price... **35¢** Post. 2¢ extra.

Flannelette Kimono
85 N 57—Bargain in a fleecy soft White Flannelette Kimono, shell-stitched in pink or blue. Infants' Size. Price... **39¢** Postage 2¢ extra.

Tie-Bottom Night Slip
94 N 53—Night Slip of White Flannelette, shell-stitched in pink or blue. Drawstring bottom as pictured. Infants' Size. Price... **49¢** Postage 2¢ extra.



Flannelette
94 N 53
49¢

5th Ave. at 38th St.
New York, N. Y.

I send you this order with the understanding that if the goods sent me are not entirely satisfactory, I may return them and you will exchange them for other merchandise, or you will refund my money, whichever I prefer.

AMOUNT ENCLOSED

Make sure amount of your Check or Money Order includes all postage charges as is clearly stated in each description. Also include insurance fee if you wish package sent by Insured Mail (see table of rates at bottom of page). If you send more money for postage than we actually use we will refund difference. On C.O.D. orders we require a deposit of at least one-fourth. Shipment of C.O.D.'s will be made by Parcel Post or Express, charges collect, including charges for returning money to us. **No Charge Accounts. All orders MUST be accompanied by a remittance.**

Remit either by Post Office Money Order, Bank Draft or Check—and be sure that your Money Order or your Check includes all postage charges. It is not safe to send cash; but if you cannot remit in any other way enclose the money with your order in a strong envelope, seal it very securely—and be sure to have it registered.

Date _____

Mr., Mrs. or Miss

First Name _____

Middle Initial

Last Name

(Married Women will please use husband's name or initials)

House

Street or

House
Number

Avenue.

R. F. D. No.

Box No.

Town

State

(Write the name of your post office **very** plainly.)

(Write name of State in full.)

N

Is this your first order from us?

Have you changed your address since your last order?

If you have, write


former address here

[illegible]

IMPORTANT:

IMPORTANT: Please state ALL measurements as directed on reverse of this sheet. You MUST do this in ordering Coats, Suits, Dresses, Skirts, and Corsets, otherwise we cannot send you a proper fitting garment.

ALSO

 Be sure you have given correct sizes and colors, and written your name and address very plainly.

If you want your package insured, be sure to include necessary amount in your total remittance.

INSURED PARCEL POST

If you desire your packages sent by insured parcel post, please so advise and inclose:

3¢ extra for value up to	\$5.00
5¢ extra for value up to	\$25.00
10¢ extra for value up to	\$50.00
25¢ extra for value up to	\$100.00

Lane Bryant

Apparel Specialists

Fifth Avenue

at 38th
Street

New York, N. Y.

Will You Do Us a Kindness?

Will you fill in here the names of four ladies who may be interested in receiving a Lane Bryant Style Book? We will appreciate your courtesy and will not mention your name in writing to them.

Name.....

Address..... State.....

Name.....

Address..... State.....

Name.....

Address..... State.....

Name.....

Address..... State.....

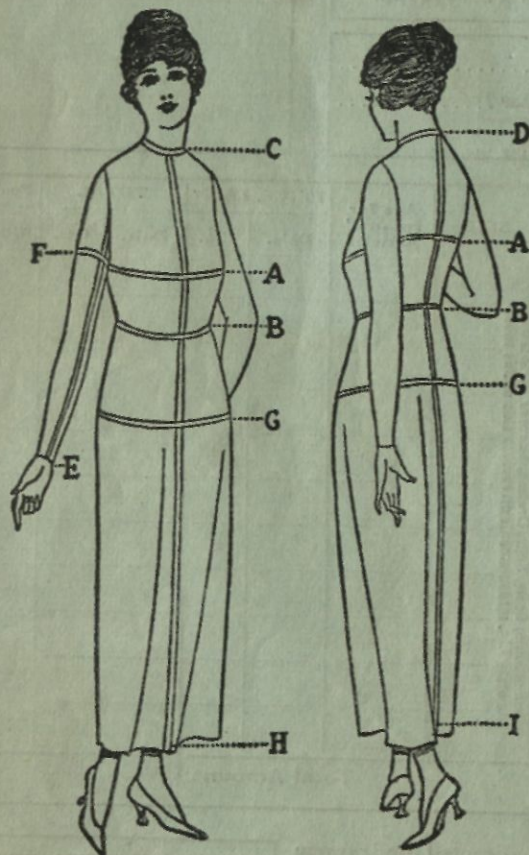
Instructions for Taking Measurements

as Required on All Lane Bryant Garments

In order to give you a well-fitting garment, it is of the utmost importance that you fill in all of the measurements required below. Do NOT specify STOCK SIZES of some former garments you may have purchased elsewhere. Stock sizes differ in various houses.

All separate skirts, skirts of suits, and the better class of dresses have wide basted hem which will allow for sufficient length adjustment.

DO NOT TRY to take the measurements YOURSELF. Have some friend take them for you. Follow these instructions carefully and be sure to USE AN ACCURATE TAPE MEASURE.



A BUST MEASURE—(Take measurement over shirtwaist or over your dress.) Pass tape measure around the body over the fullest part of the bust well up under the arms. Do not take this measurement too tight, and do not allow tape measure to slip down in back.

B WAIST BAND: In order to ascertain the correct waist line, tie a piece of tape or string around the smallest part of waist, and use this as basis of measurement.

C to B LENGTH OF WAIST, at front from base of neck, C, to bottom of waist band, B.

D to B LENGTH OF WAIST, at back from base of neck, D, to bottom of waist band, B.

E INSIDE SLEEVE measurement, length from bottom of armhole to length of sleeve desired; arm hanging loosely.

F AROUND ARM (over fleshiest part).

G AROUND HIPS (around largest part).

B to H SKIRT LENGTH FRONT, from waist, B, to desired length of skirt, H.

B to I SKIRT LENGTH BACK, from waist band, B, to the desired length of skirt, I.

PLEASE STATE

Your Height.....

Your Weight.....

Long or Short Waisted.....

High or Low Bust.....

INCHES

Ft. Ins.

Lbs.

Scientific Measurement Table For Infants' and Small Children's Garments

Order by age (or by size if size is stated in description). If child is large or small for its age, use this table and determine proper age-size.

	At Birth	6 Mos.	1 Year	1½ Years	2 Years	3 Years
Weight, lbs.	8	16	21	24	27	32
Height, ins.	20	24	28	30	32	35
Chest, ins.	13½	16	18	18½	19	20
Shirts, size	1	2 to 3	4	5	5 to 6	6
Shoes, size	0 to 1	1 to 2	2 to 3	3 to 4	4 to 5	6 to 7
Hose, size	4	4½	5	5	5½	6
Bonnets, ins.	12	13	14	15	16	16 to 17

NOTE: Order babies' bonnets by actual size, measuring in inches from chin, up and over the head, down to chin on the other side.

Sizes
34 to 56
Bust

SHETLAND
WOOL

8 N 202
\$3⁷⁹

SILK
FIBRE

8 N 203
\$6⁹⁵



Bargain in a Thread Silk Sweater

8N201—Every woman in her heart longs to have a Thread Silk Sweater. Here is just the kind she loves, reduced to a very special price for this sale!

Becoming Tuxedo style, with collar and cuffs of a novelty weave. Sash belt of braided silk with tasseled ends.

COLORS: Navy blue (as pictured) or black. SIZES: 34 to 56 bust. July—August Sale Price.....

Postage 6¢ extra. **\$19.85**

New Style Sport Sweater

8N202—Only \$3.79 for this light weight Shetland Wool Sweater. No wonder you marvel at that low price! Indeed, this is an unusual offer! Slip-over style with a deep V-neck and square reverses. Narrow sash belt.

COLORS: Orchid (as pictured,) navy blue or buff.

SIZES: 34 to 56 bust. Sale Price.....

Postage 6¢ extra. **\$3.79**

Fibre Silk Coat Sweater

8N203—Another value that we are happy to be able to offer you! A Fibre Silk Coat Sweater, with Tuxedo collar and narrow sash belt. COLORS: Fuschia with white trimming, (as pictured,) all black or all navy blue. SIZES: 34 to 56 bust. Sale Price.....

Postage 6¢ extra. **\$6.95**

Unusual Value in a Worsted Sweater

8N204—For cooler weather get this good looking All-Wool light weight Worsted Sweater, in the very newest black weave. A stripe of contrasting color on the Tuxedo collar, the cuffs, and around the bottom gives it a smartly touch.

COLORS: Buff with brown, navy with silver, or black with white. SIZES: 34 to 56 bust. Sale Price.....

Postage 6¢ extra. **\$4.89**

Smart Over-Blouse of Fibre Silk

8N205—There are times when you do not care to wear a coat-sweater. Then the slip-on Over-blouse completes a smart costume. This one is of Fibre Silk, in a novelty weave, with its collar, revers, cuffs, and pocket tabs of Jockey Red. Excellent value at our very low price.

COLORS: Black with red (as pictured) or navy blue. SIZES: 34 to 56 bust. Sale Price.....

Postage 6¢ extra. **\$7.95**



8 N 204
\$4⁸⁹

ALL WOOL
WORSTED

FIBRE
SILK



Gingham
3 N 220

\$2.95

Voile
3 N 221

\$5.95

Imported
Gingham
3 N 222

\$6.95

The Latest Modes ~ Sizes 34 to 56 Bust

Another Big Bargain

3 N 220—Only \$2.95 for this smart day-time one-piece Dress of fine Striped Gingham. Designed on becoming, slenderizing lines. A mid-summer bargain specially chosen for this Sale and priced to give you the utmost in value. Be more than satisfied with (description). The dress forms collar and cuffs large or small for the gingham border. use this table and when. termine proper age-size. (as pictured), white. SIZES:

Delightfully Slenderizing

3 N 221—An overstock of fine Dotted Printed Voile in a dark ground has been used to make this smart summer Frock.

Slenderizing lines are contributed by the long collar, and the stylish panels of the skirt smartly bound with self material. Silk pleating makes an attractive finish for the becoming collar and cuffs. Cream organdie, finely tucked and trimmed with Val lace, makes the vestee. Entire skirt of voile. Net blouse lining.

COLORS: Navy blue-and-gold (as pictured), black-and-white, or brown-and-white. SIZES: length about 36 inches.

Price \$5.95
-age 12c extra

One of our Very Best

3 N 222—Isn't this Frock a little beauty? If you could only feel the fine texture of its Imported Gingham, and see how effective is its self-color wool cross-stitching on the collar, cuffs, and pockets! You will simply love it.

And the fresh, crisp organdie, so fine and white which makes the deep collar, vestee, and tiny finish on the patch pockets. Ever narrow sash belt. Sizes up to 56 bust.

COLORS: Red-and-white (as pictured), and white or black-and-white. SIZE: bust. Skirt length 36 inches. Wide. Just as chic for little women as it is for the full figure. Sale Price Postage 12c extra